

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : PLDT Home WiFi 5G+ Addendum
 CE. NO. : PLDT-HOME-2024-0067rev001
 DATE : 07 October 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I ASC APPLICATIONS Two (2) regular screening & clearing applications for Main 30s TVC Digital Video & Main Campaign KV Management and processing of two (2) regular ASC applications 15% Advancing Fee	12,808.30	1,537.00	14,345.30
II PROJECT NAKS PRINT RENEWAL Print renewal of two (2) talents whose images were used from August 2021 to June 2024	100,000.00	12,000.00	112,000.00
III ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE On items number I, II	22,561.66	2,707.40	25,269.06
SUB TOTAL	135,369.96	16,244.40	151,614.36
GRAND TOTAL	135,369.96	16,244.40	151,614.36

TERMS :

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay lasts more than forty five (45) days after the due date.

SUPPLIER COST BREAKDOWN

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
Tribal		30	0%	151118.40	18134.208	169252.608
TOTAL			%	151118.4	18134.208	169252.608

SUBMITTED BY: <i>Maxine K. Cruz</i> Maxine K. Cruz Senior Account Manager	PREPARED BY: <i>Claire Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director	NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business	

<p>APPROVED BY: Miguel Ruffy  Brand Equity Management</p>	<p>APPROVED BY:  Ana May C. Corelanos Head of Brand Equity</p>	<p>APPROVED BY:  Maribel P. Bonifacio Home A&P Management</p>
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