

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : PLDT HOME OMG 2025  
 CE. NO. : PLDT-HOME-2025-0019  
 DATE : 02 June 2025

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

	SERVICE	NET	WTAX	ASF	AdvF	VAT	COST IN PHP
I	CONCEPTUALIZATION AND IDEATION	150,000.00		0.00	0.00	18,000.00	168,000.00
II	STRATEGY DEVELOPMENT	100,000.00		0.00	0.00	12,000.00	112,000.00
	Inclusive of Channel Strategy						
III	ACCOUNT MANAGEMENT & CLIENT SERVICING FEE	50,000.00		0.00	0.00	6,000.00	56,000.00
	SUB TOTAL	300,000.00	0.00	0.00	0.00	36,000.00	336,000.00
	GRAND TOTAL	300,000.00	0.00	0.00	0.00	36,000.00	336,000.00

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NOTED BY: <b>Diane Chua</b> Managing Director		NOTED BY: <b>Jennifer B. Wieneke</b> Head of Business	
APPROVED BY: <b>Jester Javier</b> Senior Product Specialist	APPROVED BY: <b>Ruby Ann Gonzales</b> AVP, National Acquisition Marketing	 APPROVED BY: <b>Ma. Zelinda Borromeo</b> Head - Home Mktg Admin & Logistics	APPROVED BY: <b>Patrick S. Tang</b> FVP, Home Acquisition Marketing