

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : PLDT Home WiFi 995 Christmas KV
 CE. NO. : PLDT-HOME-2024-0078
 DATE : 02 December 2024

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

	SERVICE	NET	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT One (1) Key Visual Ideation	57,000.00	6,840.00	63,840.00
II	Two (2) Shutterstock images for digital use	7,649.46	917.94	8,567.40
III	ASC APPLICATION Inclusions: One (1) regular screening + clearing Management processing fee	5,840.00	700.80	6,540.80
IV	Advancing Fee	126.00	15.12	141.12
V	ACCOUNT MANAGEMENT & CLIENT SERVICING On items number I, II, III	14,097.89	1,691.75	15,789.64
	SUB TOTAL	84,713.35	10,165.60	94,878.95
	GRAND TOTAL	84,713.35	10,165.60	94,878.95

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.

SUBMITTED BY: <i>[Signature]</i> Maxine K. Cruz Senior Account Manager	PREPARED BY: <i>[Signature]</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>[Signature]</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>[Signature]</i> Diane Chua Managing Director		
APPROVED BY: <i>[Signature]</i> Miguel N. Ruffo Senior Manager, Brand Equity Management	APPROVED: <i>[Signature]</i> Ana May C. Jovellanos Head of Brand Equity	