

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.
BRAND : Wow Sarap
PROJECT : Project Genie Funtesyerye S2 Production & Creative Fees
CE. NO. : FIRST PGMC-SILVER-SWAN-2022-0005
DATE : 29 September 2022

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316



| | SERVICE | NET | VAT | TOTAL |
|-----|--|--------------|------------|---------------------|
| I | PRODUCER'S FEE | 305,263.15 | 36,631.58 | 341,894.73 |
| | Packaged cost for Digital & KV Shoot | | | |
| | NET: 290,000.00 | | | |
| | WTAX: 15,263.15 | | | |
| II | GLAM TEAM | 1,532,418.32 | 183,890.20 | 1,716,308.52 |
| | Packaged cost for Digital & KV Shoot | | | |
| | Alex Gonzaga Glam Team | | | |
| | Mikka Marcaida - (Make-Up) | | | |
| | NET COST: 315,000.00 | | | |
| | WTAX: 35,000.00 | | | |
| | Jerry Javier - (Hair Styling) | | | |
| | NET COST: 180,000 | | | |
| | WTAX: 31,764.71 | | | |
| | Mommy Pinty and Daddy Bonoy Glam Team: | | | |
| | Effie Iñigo (Make-Up) | | | |
| | NET COST: 311,666.67 | | | |
| | WTAX: 30,555.56 | | | |
| | Anton Papa (Hair) | | | |
| | NET COST: 180,000 | | | |
| | WTAX: 31,764.71 | | | |
| | Gonzaga Family Costumes & Styling: | | | |
| | Cath Sobrevega (Wardrobe Styling with the Creation of a New GreenDress for Mommy Pinty & Genie Outfit for Daddy Bonoy) | | | |
| | NET COST: 375,000 | | | |
| | WTAX: 41,666.67 | | | |
| III | PHOTOGRAPHY | 332,310.00 | 39,877.20 | 372,187.20 |
| | Fat Cat Photography with Ria Regino | | | |
| | SERVICE FEE (6-7 Layouts – Library/KV) | | | |
| | Inclusive of Equipment & Gray Background | | | |
| | Antigen a day before shoot date (3 Pax): | | | |
| | NET COST: 302,100.00 (inclusive of antigen) | | | |
| | WTAX: 30,210.00 | | | |

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|-----------|--|---------------------|-------------------|---------------------|
| IV | Creatives Fees: | 1,389,600.00 | 166,752.00 | 1,556,352.00 |
| | <ul style="list-style-type: none"> • Campaign Strategy & Creative Conceptualization • Video Storyboard • Influencer Management & Coordination • Key Visual (exclusive of layered file) • Three (3) Edit Down Storyboards - 30s, 15s & 6s • Focused Messaging Edit Downs - 8 materials (15s 1 version & 6s 3 versions, vertical and horizontal orientation) • Project Management Fee | | | |
| V | 12% ASF (on NET costs) | 234,452.00 | 28,134.24 | 262,586.24 |
| | SUB TOTAL | 3,794,043.47 | 455,285.22 | 4,249,328.69 |
| | GRAND TOTAL | 3,794,043.47 | 455,285.22 | 4,249,328.69 |

TERMS :

100% payment upon approval of the CE

Note: 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 last more than forty-five (45 days) after the due date.

| | | |
|--|--|---|
| SUBMITTED BY:  Bea Co Senior Account Manager | | |
| NOTED BY:  Reg Cabanban Managing Partner | | |
| APPROVED BY:  Czarina Chan | APPROVED BY:  Abbie Giron - Palacio | APPROVED BY:  Ampy Rio |