

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : East West Bank
 BRAND : EastWest Bank
 PROJECT: : Asian Banker PR - Media Placements
 CE. NO. : BMCC-PR-2023-0013
 DATE : 13 September 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 856-7888
 Fax: 856-9316

| SERVICE | NET | VAT | TOTAL |
|---|-------------------|------------------|-------------------|
| I Media Management – Paid Content Partnership PhilStar Online Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees | 132,976.94 | 15,957.23 | 148,934.17 |
| II Media Management – Paid Content Partnership Rappler Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees | 237,458.82 | 28,495.06 | 265,953.88 |
| III Media Management – Paid Content Partnership Manila Bulletin Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees | 74,799.53 | 8,975.94 | 83,775.47 |
| SUB TOTAL | 445,235.29 | 53,428.23 | 498,663.52 |
| GRAND TOTAL | 445,235.29 | 53,428.23 | 498,663.52 |

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| PREPARED BY: <i>Sto</i> Shane Torres Account Manager | VERIFIED BY: <i>JS</i> Airah O. Salvatera Billing and Collection Analyst |
| NOTED BY: <i>AJ Ceao</i> Alden Joshua Ceao Account Director | NOTED BY: <i>Tere Isla</i> Tere Isla Group Account Director |
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