

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
BRAND : SM Supermalls
PROJECT : SM Supermalls Social Media Retainer (November 2025)
CE. NO. : SM PRIME-2025-0017rev1
DATE : 22 January 2025

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 SOCIAL MEDIA MANAGEMENT RETAINER PACKAGE (NOVEMBER 2025) Inclusions: 1. Content Planning and Creation - Content creation for Instagram, X, Facebook and Tiktok created, approved and posted per month consolidated across all platforms (breakdown in SOW) 2. Community Management (Mon to Sun inc Holidays from 9AM to 6PM) 3. Strategy and Analytics - Weekly Social Media Performance Reports - Monthly Social Media Performance Reports - Annual Social Media Performance Reports - Monthly Campaign Performance Reports - Monthly Competitive Reports - Daily/Monthly Social Media Listening (Including Trends Analysis) 4. Command Center/Dashboard Set-up (5 Seats for SM) 5. Influencer Sourcing and Coordination (exclusive of talent fees) (See attached Scope of Work for definitions)	1,339,285.71	160,714.29	1,500,000.00
SUB TOTAL	1,339,285.71	160,714.29	1,500,000.00
GRAND TOTAL	1,339,285.71	160,714.29	1,500,000.00

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 fortyfive (45) days after the due date.

SUBMITTED BY: Jennifer B. Wieneke Head of Business	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
--	--	--

NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director			
APPROVED BY: Gianna Gabrielle R. Banzon Section Head - Group Marketing Manager	APPROVED BY: Sheena Rhia P. Ramos Department Head - Assistant Vice President	APPROVED BY: Arvin C. Ang Department Head - Senior Assistant Vice President	APPROVED BY: Joaquin L. San Agustin Group Head - Executive Vice President

DONA-SCMC-HO-2025-53309



Document Details

Type of Document: Marketing - Cost Estimate

Document Name: CE_Tribal_SM Supermalls Social Media Retainer November 2025

Document Control No: SM PRIME-2025-0017rev1

Remarks: SM Supermalls Social Media Retainer November 2025

SM PRIME-2025-0017rev1

₱ 1,500,000.00

Document File: CE_Tribal_SM Supermalls Social Media Retainer November 2025.pdf

List of Approvers

Name	Position	Company	Role	Date Approved
Joaquin L. San Agustin	Group Head - Executive Vice President	Shopping Center Management Corporation	Final Approver	2025-10-20 10:51:37
Arvin C. Ang	Department Head - Senior Assistant Vice President	Shopping Center Management Corporation	Approver	2025-10-18 09:04:05
Gianna Gabrielle R. Banzon	Section Head	Shopping Center Management Corporation	Initial Approver	2025-10-17 17:53:38



SM PRIME HOLDINGS, INC.

7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A PASAY CITY NCR, FOURTH DISTRICT PHILIPPINES 1300
VAT REG. TIN: 003-058-789-00000

PO No. SMPH-0000133946

PURCHASE ORDER

Vendor No. : 1000052775
TRIBAL DDB INC
16/F TWO WOLRD SQUARE
TAGUIG CITY
TIN : 007-072-636-00000
Business Style : TRIBAL DDB INC

Document No. : 1600021517
Creation Date : 30.10.2025
Cancellation Date :
Requisitioner :
Requesting Group : SCMC Mktg Service
Terms of Payment : 30D upon receipt of original invoice
Additional Terms :

Please address invoice to:

SM PRIME HOLDINGS, INC.
SM PRIME HOLDINGS, INC. HEAD OFFICE
7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A
NCR, FOURTH DISTRICT PHILIPPINES
PASAY CITY 1300
VAT REG. TIN: 003-058-789-00000

NOTE: DONA-SCMC-HO-2025-36466

Requestor: Ms. Queenie Lichelle Abe

Re: SM Supermalls Social Media Retainer (November 2025)

Line No.	Del.Date/Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
10	01.11.2025 HO36466		SM Supermalls Social Media Retainer (Nov	1	AU	1,500,001.00	PHP	1,500,001.00	V
			Gross Price				PHP	1,500,001.00	
			Amount(VAT Inclusive)				PHP	1,500,001.00	
			Value Added Tax				PHP	160,714.39	
			Vatable Amount				PHP	1,339,286.61	
			Zero Rated Amount						
			Non-VAT						
			VAT Exempt						
			Gross of VAT				PHP	1,500,001.00	

TOTAL AMOUNT IN PHP: ONE MILLION FIVE HUNDRED THOUSAND ONE PESOS ONLY

ADDITIONAL NOTE: Billings should not be later than 60 days from delivery date.

Prepared by:
Dana Audrey D. Enriquez
Fixed Assets and Supplies Supervisor

Ordered by:

Approved by:

Conformed by/Date:

Filipinas C. Monsale
Unit Manager



SM PRIME HOLDINGS, INC.

7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A PASAY CITY NCR, FOURTH DISTRICT PHILIPPINES 1300
VAT REG. TIN: 003-058-789-00000

PO No. SMPH-0000133946

PURCHASE ORDER

Vendor No. : 1000052775
TRIBAL DDB INC
16/F TWO WOLRD SQUARE
TAGUIG CITY
TIN : 007-072-636-00000
Business Style : TRIBAL DDB INC

Document No. : 1600021517
Creation Date : 30.10.2025
Cancellation Date :
Requisitioner :
Requesting Group : SCMC Mktg Service
Terms of Payment : 30D upon receipt of original invoice
Additional Terms :

Please address invoice to:
SM PRIME HOLDINGS, INC.
SM PRIME HOLDINGS, INC. HEAD OFFICE
7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A
NCR, FOURTH DISTRICT PHILIPPINES
PASAY CITY 1300
VAT REG. TIN: 003-058-789-00000

NOTE: DONA-SCMC-HO-2025-36466
Requestor: Ms. Queenie Lichelle Abe
Re: SM Supermalls Social Media Retainer (November 2025)

Line No.	Del.Date/Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
10			SM Supermalls Social Media Retainer (Nov	1	AU	1,500,001.00	PHP	1,500,001.00	V
			Gross Price				PHP	1,500,001.00	
			Amount(VAT Inclusive)				PHP	1,500,001.00	
			Value Added Tax				PHP	160,714.39	
			Vatable Amount				PHP	1,339,286.61	
			Zero Rated Amount						
			Non-VAT						
			VAT Exempt						
			Gross of VAT				PHP	1,500,001.00	

TOTAL AMOUNT IN PHP: ONE MILLION FIVE HUNDRED THOUSAND ONE PESOS ONLY

ADDITIONAL NOTE: Billings should not be later than 60 days from delivery date.

Prepared by:
Dana Audrey D. Enriquez
Fixed Assets and Supplies Supervisor

Ordered by:

Approved by:
Filipinas C. Monsale
Unit Manager

Conformed by/Date: