

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.  
 BRAND : ePLDT  
 PROJECT : ePLDT 3 MONTH PR SEEDING AND MEDIA RELATIONS  
 CE. NO. : EPLDT-2023-0001  
 DATE : 31 May 2023

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

SERVICE	NET	ASF	VAT	TOTAL
I DURATION: 3 MONTHS - JUNE TO AUGUST 2023 3-MONTH STRATEGIC BRAND MANAGEMENT  - Seeding and monitoring of 3 (three) PR materials for each month. - Cost does not include WRITING of press release. - Overall coordination with media contacts and continuous strengthening of good relationships with media figures - Client servicing (handling of day-to-day requirements and including submission of weekly and monthly publicity reports).  COMMITMENT TO PAY This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of PHP694,993.33 (vat inclusive) for three months. Ripple8 will be paid each month amounting to PHP231,664.44 (vat inclusive) within 30 days upon receipt of its invoice.	620,529.76	0.00		620,529.76
<b>SUB TOTAL</b>	<b>620,529.76</b>	<b>0.00</b>	<b>0.00</b>	<b>620,529.76</b>
<b>20% ASF</b>				<b>124,105.95</b>
<b>GRAND TOTAL</b>	<b>620,529.76</b>	<b>0.00</b>	<b>0.00</b>	<b>744,635.71</b>

SUBMITTED BY: JV Madrid Business Unit Director	PREPARED BY: JV Madrid Business Unit Director
NOTED BY: Diane Chua Managing Director	

APPROVED BY:



**NINA POSADAS**

**VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS**