

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.
 BRAND : ePLDT
 PROJECT: : ePLDT PR PITCH
 CE. NO. : EPLDT-2023-0012
 DATE : 20 September 2023

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			
CONTENT PARTNERSHIP	397,950.00		397,950.00
One full feature with a Print/Online publication on ePLDT's assessment on digital transformation of business in the Philippines to any of the following:			
- PhilStar			
- Esquire Magazine			
- Tatler Magazine			
- Business World			
II			
PITCH INTERVIEW	60,000.00		60,000.00
Pitching of one (1) interview across all platforms			
III			
ROUNDTABLE DISCUSSION	120,000.00		120,000.00
Inviting and management of up to ten (10) media attendees & cost is Exclusive of the mounting of the round table, food and beverage, media tokens, transportation costs, host.			
On-ground management of media round table.			
IV			
ASF (10%)	57,795.00	0.00	57,795.00
On items number I, II, III			
SUB TOTAL	635,745.00	0.00	635,745.00
12% VAT			76,289.40
GRAND TOTAL	635,745.00	0.00	712,034.40

TERMS :

Commitment to Pay

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount Php687,304 (vat inclusive) within 30 days upon receipt of its invoice.

SUBMITTED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua <i>Diane Chua</i> Managing Director		

APPROVED BY:

NINA POSADAS

VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS

A handwritten signature in black ink, appearing to read 'Nina Posadas', is positioned to the right of the text. The signature is fluid and cursive.