

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : East West Bank
 BRAND : BMCC
 PROJECT : EWB Golf Invitational 2024 - Regional Media Management
 CE. NO. : East West Bank-2024-0005
 DATE : 23 May 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I Media Management	178,571.43	21,428.57	200,000.00
Inclusions:			
- Invitation and coordination with 5-10 media			
- On-ground facilitation of (1) Media Relations representative and (1) Account Manager			
- Inclusive of pre-event media mobilization; on-ground management			
- Miscellaneous (transportation, gas, toll, parking, etc.) related to this activity			
- Post-mortem report with learnings and recommendations			
Key Performance Indicators:			
- Max of 5 (headcount)			
- 50% or 3 PR pick-ups			
SUB TOTAL	178,571.43	21,428.57	200,000.00
GRAND TOTAL	178,571.43	21,428.57	200,000.00

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of PHP200,000.00 (VAT inclusive) within 30 days upon receipt of its official invoice.

PREPARED BY: <i>ST</i> Shane Torres Account Manager		
NOTED BY: <i>[Signature]</i> Bobby T. Vito Managing Director	NOTED BY: <i>[Signature]</i> Jed Michael A. Balatbat Account Director	NOTED BY: <i>[Signature]</i> Michelle Ople Managing Partner
APPROVED BY: <i>[Signature]</i> Norman Martin Reyes SVP and Head of Marketing and Cash Management		