

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : FIRST PGMC ENTERPRISES, INC.  
 BRAND : Silver Swan  
 PROJECT: : Mother's Day 2021 Grab Voucher Placement  
 CE. NO. : FIRST PGMC-SILVER-SWAN-2021-0010  
 DATE : 30 April 2021

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

	SERVICE	NET	VAT	TOTAL
I	Grab Media Placement	381,818.18	45,818.18	427,636.36
	Voucher & Rewarded Image (P 50 Grab Voucher denomination) 454,545 impressions 4,545 vouchers*			
	Computation is based on CTR benchmark of 1-1.5% from past Rewaded Image campaigns Duration of voucher ads depends on supply of vouchers Customized voucher lead time is 5 days"			
II	12% ASF On items number I	45,818.18	5,498.18	51,316.36
	<b>SUB TOTAL</b>	<b>427,636.36</b>	<b>51,316.36</b>	<b>478,952.72</b>
	<b>GRAND TOTAL</b>	<b>427,636.36</b>	<b>51,316.36</b>	<b>478,952.72</b>

**TERMS :**

100% payment upon approval of the CE

Note: 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 last more than forty-five (45 days) after the due date.

SUBMITTED BY: <b>Bea Co</b> Senior Account Manager	VERIFIED BY: <b>Reg Cabanban</b> Managing Partner
APPROVED BY: <b>Abbie Giron</b>	APPROVED BY: <b>Mario Mendoza</b>