

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : Jollibee Food Corp  
 BRAND : Jollibee Philippines  
 PROJECT: : JolliSavers  
 CE. NO. : Jollibee-2023-0006  
 DATE : 02 March 2023

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 856-7888  
 Fax: 856-9316

| SERVICE  | NET               | VAT              | TOTAL             |
|--|-------------------|------------------|-------------------|
| <b>I Content Partnership with PGAG</b><br>One (1) 60s-90s min. Video on FB + YT + IG + TW + TT<br>1-2 Cast members<br>Includes PGAG talents, scripting, filming, editing and posting<br>Up to 2 rounds of edits<br>Inclusive of withholding tax, agency servicing fees, and<br>advancing fees<br><br><b>Minimum Guaranteed Performance:</b><br>180,000+ Views<br>3,500+ engagement<br>(Measured after 3 weeks) | 281,055.50        | 33,726.66        | 314,782.16        |
| <b>SUB TOTAL</b>   | <b>281,055.50</b> | <b>33,726.66</b> | <b>314,782.16</b> |
| <b>GRAND TOTAL</b>   | <b>281,055.50</b> | <b>33,726.66</b> | <b>314,782.16</b> |

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|--|--|---|--|
| PREPARED BY:<br><b>Shane Torres</b><br>Account Manager           |  | VERIFIED BY:<br><b>Airah O. Salvatera</b><br>Billing and Collection Analyst |  |
| NOTED BY:<br><b>Bobby T. Vito</b><br>Managing Director           | NOTED BY:<br><b>Swayne V. Andaya</b><br>Account Director | NOTED BY:<br><b>Tere Isla</b><br>Group Account Director                     |  |
| APPROVED BY:<br><b>Portia Malinao</b><br>Assistant Brand Manager |  |   |  |