

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : Jollibee Food Corp
 BRAND : Jollibee Philippines
 PROJECT : Panama (Tuna Pie) - Today, I Want to Eat Tuna Pie (Additional KOLs)
 CE. NO. : Jollibee-2023-0009
 DATE : 24 March 2023

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

| SERVICE | NET | VAT | TOTAL |
|--|-------------------|------------------|-------------------|
| I Management of Video Content Partnership Includes management and coordination of three (3) KOLs: Via Silverio, Sincerely Danna, and Justine Sy Inclusions: 1 x 60s to 120s TikTok Video Cross-posted on the KOL's official Facebook and Instagram Pages Approved outline will be basis for video shoot Inclusive of maximum of two (2) revisions on video Delivery and other miscellaneous expenses Includes WHT and management fees *Request for reshoot/new outline is subject to separate cost *R8 to bill in advance given KOL's payment terms is payment upon project completion strictly within 30 days after | 182,782.35 | 21,933.88 | 204,716.23 |
| SUB TOTAL | 182,782.35 | 21,933.88 | 204,716.23 |
| GRAND TOTAL | 182,782.35 | 21,933.88 | 204,716.23 |

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| PREPARED BY: Shane Torres Account Manager | | VERIFIED BY: Airah O. Salvatera Billing and Collection Analyst | |
| NOTED BY: Bobby T. Vito Managing Director | NOTED BY: Swayne V. Andaya Account Director | NOTED BY: Tere Isla Group Account Director | |
| APPROVED BY: Beatrice Bediones | | | |