

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : Jollibee Foods Corp.  
 BRAND : Jollibee Philippines (Jollitown Kiddie Fair)  
 PROJECT : PROJECT KATY & NIGELLA PAID PR PLACEMENTS (sustaining)  
 CE. NO. : Jollibee-PR-2023-0063  
 DATE : 18 October 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 MEDIA MANAGEMENT - PAID CONTENT PARTNERSHIP INQUIRER.net</b> Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees	179,935.29	21,592.23	<b>201,527.52</b>
<b>II MEDIA MANAGEMENT - PAID CONTENT PARTNERSHIP Rappler</b> Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees	202,876.47	24,345.18	<b>227,221.65</b>
<b>III MEDIA MANAGEMENT - PAID CONTENT PARTNERSHIP MANILA BULLETIN</b> Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees	96,888.24	11,626.59	<b>108,514.83</b>
<b>SUB TOTAL</b>	<b>479,700.00</b>	<b>57,564.00</b>	<b>537,264.00</b>
<b>GRAND TOTAL</b>	<b>479,700.00</b>	<b>57,564.00</b>	<b>537,264.00</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling invoice the amount of **PHP 537,264.00, inclusive of VAT**, within 30 days upon receipt of its official invoice.

PREPARED BY: <b>Swayne V. Andaya</b> Account Director	
NOTED BY: <b>Bobby T. Vito</b> Managing Director	NOTED BY: <b>Tere Isla</b> Group Account Director
APPROVED BY: <b>DENNIS REYES</b> PR, Partnerships, and Sustainability Head	APPROVED BY: <b>ELISE MAOG</b> PR, Partnerships, and Sustainability Officer