

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

CLIENT : Jollibee Foods Corp.
 BRAND : Jollibee Philippines
 PROJECT : Proj Curtis (Chickenjoy) - Media Placements with Rappler and ABS-CBN
 CE. NO. : Jollibee-PR-2023-0079
 DATE : 14 December 2023

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

SERVICE	NET	VAT	TOTAL
I MEDIA MANAGEMENT - PAID CONTENT PARTNERSHIP Rappler 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	227,221.65
II MEDIA MANAGEMENT - PAID CONTENT PARTNERSHIP ABS-CBN Online Paid Media Placement - Article is c/o the client Notes: Rates are inclusive of taxes and agency servicing fees	214,538.24	25,744.59	240,282.83
SUB TOTAL	417,414.71	50,089.77	467,504.48
GRAND TOTAL	417,414.71	50,089.77	467,504.48

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling invoice the amount of **PHP467,504.48, inclusive of VAT**, within 30 days upon receipt of its official invoice.

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