

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



A DDB Group Company

16/F Two World Square,

#22 Upper Mckinley Road,  
Mckinley Hill

Fort Bonifacio, Taguig City, 1634

Tel.: 8856-7888

CLIENT : Jollibee Foods Corp.  
 BRAND : Jollibee Philippines  
 PROJECT: : Jollibee PR Media Content Partnership Corporate Package - WHEN IN MANILA  
 CE. NO. : Jollibee-PR-2024-13  
 DATE : 21 February 2024

SERVICE	NET	VAT	TOTAL
<b>I PAID CONTENT PARTNERSHIP - WHEN IN MANILA</b> Permanent Article Placement - ready material, Article is c/o the client -8 Articles -8 Facebook Posts -8 Instagram Posts <i>*Includes basic editorial and photography service</i> -1 IG Reels, Tiktok, FB Reel, YT Short (crosspost) if applicable  <i>Notes: Rates are inclusive of withholding tax and agency management fee.</i> <i>- two (2) articles can be converted to 2 video editorial videos out of the 8 PR article upload</i> <i>- Billing per PR upload liquidation: Php 221,458.82 net of VAT.</i>	1,771,670.59	212,600.47	1,984,271.06
<b>SUB TOTAL</b>	<b>1,771,670.59</b>	<b>212,600.47</b>	<b>1,984,271.06</b>
<b>GRAND TOTAL</b>	<b>1,771,670.59</b>	<b>212,600.47</b>	<b>1,984,271.06</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost mentioned in this CE totaling invoice of **PHP 1,984,271.06**, inclusive of VAT, within 30 days of receiving its official invoice.

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APPROVED BY: <b>DENNIS REYES</b> PR, Partnerships, and Sustainability Head	APPROVED BY: <b>ELISE MAOG</b> PR, Partnerships, and Sustainability Officer