

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 -RAPPLER
 CE. NO. : Jollibee-PR-2024-15
 DATE : 21 February 2024

SERVICE	NET	VAT	TOTAL
I PAID CONTENT PARTNERSHIP - RAPPLER BULLETIN BOARD POST (8x) - Straight publish PR - PR and images from client (2-3 photos) - includes 2x set of social pushes on Facebook and X - Standard FB boost - KPI: 7,000 page views, 30,000 impressions combined for FB and x FIRSTLOOK EVENT COVERAGE / VLOGS (3x) - 1-2 minute video featuring an event or product/activity - Vlog style, mobile shot, hosted by Rappler producer (no interview) - Inclusive of: production, up to 2 edits, - Posted on Rappler's FB, X, IG and YT pages - Standard FB boost - KPI: 50,000 video views <i>Notes: Rates are inclusive of withholding tax and agency management fee. *Additional 1 revision - P20k *Additional 2-5 revisions - P50k Payment terms: 1) 50% downpayment 2) Balance 50% payment upon full implementation 3) 30-day payment terms upon receipt of billing *Billing per PR upload liquidation: Php 292,610.29 net of VAT.</i>	2,340,882.35	280,905.88	2,621,788.23
SUB TOTAL	2,340,882.35	280,905.88	2,621,788.23
GRAND TOTAL	2,340,882.35	280,905.88	2,621,788.23

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost mentioned in this CE totaling invoice of **PHP 2,621,788.23** inclusive of VAT, within 30 days of receiving its official invoice.

PREPARED BY: Swayne V. Andaya Account Director	
NOTED BY: Bobby T. Vito Managing 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