

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



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 -SPOT.PH
 CE. NO. : Jollibee-PR-2024-16
 DATE : 21 February 2024

| SERVICE | NET | VAT | TOTAL |
|--|---------------------|-------------------|---------------------|
| I PAID CONTENT PARTNERSHIP - SPOT.PH IN THE LOOP ARTICLES (8x) *With 1 FB post promoting the URL article link *Client to provide material: article and (3) three photos Image Dimensions: Must be at least 1200 x 675 pixels, 72 dpi, <1 MB- Landscape orientation Note: Images with logos will be rejected, Body text will only be reviewed for grammar/spelling and language, A preview link shared prior to live posting (FYI only), Sticky violator included in top of website: "In The Loop: From our partners at brand name". Summit to tweak headline to Summit brand's tone, Published within minimum 2 business days, 1x short-form vertical video produced by native Spot team, Estimated running time: 30-60 seconds MEDIA VALUES / MILEAGE INSTAGRAM STORY - LEADING TO ARTICLE (8x) 1x static IG Story - leading to article link Photos c/o client; layout and caption c/o Summit Notes: *All mileages listed above should be liquidated until December 2024 only. Summit to issue separate invoices every after campaign liquidation. *Up to two (2) passes only per content piece. Does not include editorial mileage. *A kill fee will be charged if there is a request for change in direction (e.g., new slant or angle, rewrite, new set of materials) - Pass 1: 50% of rate - Pass 2: 70% of rate - Approved material: 100% of rate - Rates are inclusive of withholding tax and agency management fee. *Billing per PR upload liquidation: Php 235,300.00 net of VAT. | 1,882,400.00 | 225,888.00 | 2,108,288.00 |
| SUB TOTAL | 1,882,400.00 | 225,888.00 | 2,108,288.00 |
| GRAND TOTAL | 1,882,400.00 | 225,888.00 | 2,108,288.00 |

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost mentioned in this CE totaling invoice of **PHP 2,108,288.00** inclusive of VAT, within 30 days of receiving its official invoice.

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| 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 |