

# 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 - ABS-CBN  
 CE. NO. : Jollibee-PR-2024-17  
 DATE : 21 February 2024

SERVICE	NET	VAT	TOTAL
<b>I PAID CONTENT PARTNERSHIP - ABS-CBN</b> <b>Branded Advertorial on ABS-CBN News (8x)</b> - Inclusive of 1x Facebook post in ABS-CBN News Facebook & Twitter Page, with minimal FB boosting per article post; no Twitter Boosting - inclusive of 1x art card posting in ABS-CBN Entertainment Facebook, inclusive of minimal boosting - Inclusive of FB handshake & Twitter Tag - Inclusive of writing fee, up to 2 revisions only - Article photos and art card material to come from client - PR articles from client are subject to clearance & editing of ABS-CBN News (2-3 working days lead time before 1st pass of the draft)	1,771,670.59	212,600.47	1,984,271.06
<i>Notes:</i> - All article values must be liquidated on or before December 31, 2024 only - A Mother Telecast Order (MTO) will be issued to client once the package proposal is approved. - An implementing Booking Order (BO) to be issued on a per article activation basis - Issuance of billing invoices & post-campaign reports to be issued on a per article activation basis - Talent Fees, Production Costs, ASC Application & Permit, Online Licensing are not included in the package cost (only if applicable) - Rates are inclusive of withholding tax and agency management fee. <b>*Billing per PR upload liquidation: Php 221,458.82 net of VAT.</b>			
<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.

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