

# 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 - MANILA BULLETIN  
 CE. NO. : Jollibee-PR-2024-18  
 DATE : 21 February 2024

SERVICE	NET	VAT	TOTAL
<b>I PAID CONTENT PARTNERSHIP - MANILA BULLETIN</b> <b>Digital Advertorial (8x)</b> -Uploading of client's article and photos in the applicable section of MB online. -Posting of the article link in MB FB page -Article is subject to MB editorial review -Client to provide article and photo/s  <b>MEDIA VALUES / MILEAGE</b> <b>Art cards /social media posting mats (3x static)</b> - Content and visuals to be produced by MB based on approved angle (provided by MB or client - Number of revisions: maximum of 2 (Except change in story angle) <b>Video event coverage (3x)</b> -1 day location shoot within Metro Manila -Video output to be uploaded in applicable MB section FB page /MB FB page reels -Video duration: Less than 1 min -Client to provide proposed captions. -Captions and videos are subject to MB editorial review. -MB logo, OBB and CBB would be visible in the video output.  <i>Notes: Rates are inclusive of withholding tax and agency management fee.</i> <i>*Billing per PR upload liquidation: Php 138,411.76 net of VAT.</i>	1,107,294.12	132,875.29	1,240,169.41
<b>SUB TOTAL</b>	<b>1,107,294.12</b>	<b>132,875.29</b>	<b>1,240,169.41</b>
<b>GRAND TOTAL</b>	<b>1,107,294.12</b>	<b>132,875.29</b>	<b>1,240,169.41</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost mentioned in this CE totaling invoice of **PHP 1,240,169.41** 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