

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Jollibee Foods Corp.  
**BRAND** : Cheesy Yumburger  
**PROJECT** : Project Bali Media Inviting and Management  
**CE. NO.** : Jollibee-PR-2024-34  
**DATE** : 29 May 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634

Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
<b>I MEDIA INVITATION &amp; ON-GROUND MANAGEMENT</b>  1. Includes media management and facilitation of media attendees 2. Key Performance Indicators (KPIs): - maximum of 80 media attendees (headcount) - 60% PR pick-ups 3. Media invitation, coordination, on-ground management and post-event monitoring	358,200.00	42,984.00	<b>401,184.00</b>
<b>II MISCELLANEOUS</b>  1. Includes van rental for 80 media and mobilization (media transportation, gas, toll, parking fees, etc).	39,600.00	4,752.00	<b>44,352.00</b>
<b>SUB TOTAL</b>	<b>397,800.00</b>	<b>47,736.00</b>	<b>445,536.00</b>
<b>GRAND TOTAL</b>	<b>397,800.00</b>	<b>47,736.00</b>	<b>445,536.00</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP 445,536.00 (VAT inclusive)** within 30 days upon receipt of its official invoice.

SUBMITTED BY: <b>Marianne A. Padilla</b> Senior Account Manager		PREPARED BY: <b>Marianne A. Padilla</b> Senior Account Manager	
NOTED BY: <b>Bobby T. Vito</b> Managing Director	NOTED BY: <b>Swayne V. Andaya</b> Account Director	NOTED BY: <b>Tere Isla</b> Group Account Director	
APPROVED BY: <b>Bea Tempongko-Zara</b> Senior Marketing Manager			