

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : Jollibee Foods Corp.  
**BRAND** : Chickenjoy  
**PROJECT** : Project Caliber PR Upload Media Partnership  
**CE. NO.** : Jollibee-PR-2024-39  
**DATE** : 12 August 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
  
 Tel.: 8856-7888

| SERVICE   | NET               | VAT              | TOTAL             |
|---|-------------------|------------------|-------------------|
| I PR UPLOAD FOR 5 MEDIA OUTLETS   | 433,744.29        | 52,049.32        | 485,793.61        |
| 1. Includes 1 x PR upload each on the following media outlets: Manila Standard, Manila Times, Discover MNL, Business World, and Business Mirror |                   |                  |                   |
| <b>Business Mirror</b><br>> 1 x PR upload (online) at BusinessMirror website with photo<br>> Cross posting in BusinessMirror Facebook account   |                   |                  |                   |
| <b>Discover MNL</b><br>> 1 x PR upload (online) at Discover MNL website (www.discovermnl.com)   |                   |                  |                   |
| <b>Business World</b><br>> 1 x PR upload (online) with social media posting   |                   |                  |                   |
| <b>Manila Times</b><br>> 1 x PR upload (online)   |                   |                  |                   |
| <b>Manila Standard</b><br>> 1 x PR upload (online)  |                   |                  |                   |
| <b>SUB TOTAL</b>  | <b>433,744.29</b> | <b>52,049.32</b> | <b>485,793.61</b> |
| <b>GRAND TOTAL</b>  | <b>433,744.29</b> | <b>52,049.32</b> | <b>485,793.61</b> |

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP 485,793.61 (VAT inclusive)** within 30 days upon receipt of its official invoice.

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|--|---|---|--|
| SUBMITTED BY:<br>Marianne A. Padilla<br>Senior Account Manager |   | PREPARED BY:<br>Marianne A. Padilla<br>Senior Account Manager |  |
| NOTED BY:<br>Bobby T. Vito<br>Managing Director                | NOTED BY:<br>Swayne V. Andaya<br>Account Director | NOTED BY:<br>Tere Isla<br>Group Account Director              |  |

APPROVED BY:  
*Pamela Cruz*

Pamie Cruz

Senior Brand Manager