

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Jollibee Foods Corp.
BRAND : GameJoy Con
PROJECT : Project Pacman Media Inviting and Management
CE. NO. : Jollibee-PR-2025-11
DATE : 23 April 2025

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

 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I MEDIA INVITATION & ON-GROUND MANAGEMENT <ul style="list-style-type: none"> Includes media management and facilitation of media attendees Key Performance Indicators (KPIs): <ul style="list-style-type: none"> - minimum 50 media maximum of 80 media attendees (headcount) - 60% PR pick-ups Media invitation, coordination, on-ground management and post-event monitoring 	398,018.84	47,762.26	445,781.10
II MEDIA TRANSPORTATION <ul style="list-style-type: none"> Includes van rental for 80 media and mobilization (media transportation, gas, toll, parking fees, etc). 	45,954.00	5,514.48	51,468.48
SUB TOTAL	443,972.84	53,276.74	497,249.58
GRAND TOTAL	443,972.84	53,276.74	497,249.58

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP497,249.58(VAT inclusive)** within 30 days upon receipt of its official invoice.

SUBMITTED BY: Marianne A. Padilla Senior Account Manager		PREPARED BY: Marianne A. Padilla Senior Account Manager	
NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Swayne V. Andaya Account Director	NOTED BY: Tere Isla Group Account Director	
APPROVED BY: Gaby Reyes Brand Manager		APPROVED BY: Pam Reyes AV for Handhelds	