

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Lenovo (Singapore)Pte Ltd
 BRAND : Lenovo
 PROJECT: : Lenovo AI PC Launch Media Invitation & On-Ground Management
 CE. NO. : Lenovo PR OOS 2024-01
 DATE : 07 October 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 MEDIA INVITATION & ON-GROUND MANAGEMENT	350,000.00	42,000.00	392,000.00
1. Includes media management and facilitation of media attendees 2. Key Performance Indicators (KPIs): - maximum of 60 media attendees (headcount) - 70% PR pick-ups 3. Media invitation, coordination, on-ground management and post-event monitoring <i>*Notes:</i> - This cost covers the additional pax requested (60 pax) given that the retainer cost only covers management for 20 pax. - We will be using the value from our existing contract that has one (1) media engagement value with maximum of 20 pax.			
II MEDIA TRANSPORTATION & MISCELLANEOUS	90,213.00	10,825.56	101,038.56
Includes six (6) van rental for eighty (80) media (van rental, gasoline, drivers' meal, transportation, gas, toll, parking fees, etc). <i>*Note: We highly recommend to provide shuttle service as this helps us secure more event attendance confirmation as most of the media prefer events that provide shuttle service for convenience.</i>			
SUB TOTAL	440,213.00	52,825.56	493,038.56
GRAND TOTAL	440,213.00	52,825.56	493,038.56







TERMS :

NOTES

Work will not commence without securing the fully signed CE.
 Cost indicated is inclusive of withholding tax, advancing, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of **PHP493,038.56 (vat inclusive)** within 60 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:  Mark Josef Dolor Account Director	NOTED BY:  Tere Isla Group Account Director	
APPROVED BY:  Patricia Paola Padilla Consumer Marketing Manager			