

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Lenovo (Singapore)Pte Ltd
 BRAND : Yoga
 PROJECT : Yoga Intel Mega Seeding
 CE. NO. : Lenovo PR OOS 2024-02
 DATE : 13 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 YOGA (PREMIUM) - PRODUCT SEEDING AND MANAGEMENT	1,463,236.29	175,588.36	1,638,824.65
<ul style="list-style-type: none"> Inclusive of product seeding, coordination, management, and monitoring: <ol style="list-style-type: none"> Yoga with twenty-nine (29) media: 9 paid media and 20 organic media <ul style="list-style-type: none"> Deliverables for paid media: <ul style="list-style-type: none"> Video content: GizGuide, Hungry Geeks, Ungeek, Isa Does Tech, The Modern Creatures, Article: Philippine Star, Manila Bulletin, Manila Standard, Back End News Yoga with three (3) paid KOLs <ul style="list-style-type: none"> Deliverables for paid KOLs: <ul style="list-style-type: none"> 1 x product review video, 1 x event attendance, 5 x IGS during event: Noah Raquel, Jazmin Reyes, June Digan Inclusive of the fees for the paid media and KOLs <p><i>*Notes:</i></p> <ul style="list-style-type: none"> Review product units are c/o Lenovo team Demo units for ex-deal are c/o Lenovo team 			
II LOGISTICS	35,200.00	4,224.00	39,424.00
<ul style="list-style-type: none"> Inclusive of delivery fees (pickup and drop off of units from/to Lenovo office, pickup and drop off of units from media and KOLs) 			
SUB TOTAL	1,498,436.29	179,812.36	1,678,248.65
GRAND TOTAL	1,498,436.29	179,812.36	1,678,248.65

TERMS : NOTES

Work will not commence without securing the fully signed CE and approved PO.
 Cost indicated is inclusive of withholding tax and management fees.
 Agency to bill the client for every influencer or media that fully delivers their committed deliverable.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of **PHP1,678,248.65 (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			

ITEM	COST BREAKDOWN FOR YOGA			
		BASE RATE	MANAGEMENT FEES (10%)	SUBTOTAL
PAID MEDIA	Philippine Star	₱ 141,176.47	₱ 14,117.65	₱ 155,294.12
	Manila Bulletin	₱ 171,294.12	₱ 17,129.41	₱ 188,423.53
	GizGuide	₱ 64,705.88	₱ 6,470.59	₱ 71,176.47
	Hungry Geeks	₱ 47,058.82	₱ 4,705.88	₱ 51,764.71
	Ungeek	₱ 61,764.71	₱ 6,176.47	₱ 67,941.18
	Isa Does Tech	₱ 117,647.06	₱ 11,764.71	₱ 129,411.76
	The Modern Creatures			
	Manila Standard	₱ 235,294.12	₱ 23,529.41	₱ 258,823.53
	Back End News	₱ 58,823.53	₱ 5,882.35	₱ 64,705.88
PAID KOLS	Noah Raquel	₱ 94,117.65	₱ 9,411.76	₱ 103,529.41
	Jazmin Reyes	₱ 117,647.06	₱ 11,764.71	₱ 129,411.76
	June Digan	₱ 129,411.76	₱ 12,941.18	₱ 142,352.94
MANAGEMENT FEES FOR TWENTY (20) UNPAID/ORGANIC MEDIA		₱ 100,401.00		₱ 100,401.00
LOGISTICS (DELIVERY FEES, GAS, TOLLS, ETC)		₱ 32,000.00	₱ 3,200.00	₱ 35,200.00

TOTAL	1,498,436.29
VAT (12%)	179,812.36
GRAND TOTAL	1,678,248.65

***Notes:**

- **ASF (Agency Service Fees):** This includes coordination and management among the engaged media and KOLs from start to finish