

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Lenovo (Singapore)Pte Ltd
 BRAND : Legion
 PROJECT: : Legion Intel Mega Seeding
 CE. NO. : Lenovo PR OOS 2024-03
 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 LEGION (GAMING) - PRODUCT SEEDING AND MANAGEMENT • Inclusive of product seeding, coordination, management, and monitoring: 1. Twenty-eight (28) media: 10 paid media and 18 organic media - Deliverables for paid media: Video content: Gadget Match, Unbox PH, Gadget Pilipinas, YugaTech, Pinoy Tech Guide, Revu Article: Gadgets Magazine, Wazzup.ph, Speed Magazine, Business World 2. Seven (7) KOLs: 2 paid KOLs and 5 organic KOLs - Deliverables for paid KOLs: Video content (Alvin Tries Tech, Hardware Voyage) • Inclusive of the fees for the paid media and KOLs *Notes: - Review product units are c/o Lenovo team - Demo units for ex-deal are c/o Lenovo team	958,142.18	114,977.06	1,073,119.24
II LOGISTICS • Inclusive of delivery fees (pickup and drop off of units from/to Lenovo office, pickup and drop off of units from media and KOLs)	38,500.00	4,620.00	43,120.00
SUB TOTAL	996,642.18	119,597.06	1,116,239.24
GRAND TOTAL	996,642.18	119,597.06	1,116,239.24

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 **PHP1,116,239.24 (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
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<p>NOTED BY:  Bobby T. Vito Managing Director</p>	<p>NOTED BY:  Mark Josef Dolor Account Director</p>	<p>NOTED BY:  Tere Isla Group Account Director</p>
<p>APPROVED BY:  Patricia Paola Padilla Consumer Marketing Manager</p>		

ITEM	COST BREAKDOWN FOR LEGION			
		BASE RATE	MANAGEMENT FEES (10%)	SUBTOTAL
PAID MEDIA	Gadget Match	₱ 176,470.59	₱ 17,647.06	₱ 194,117.65
	Unbox PH	₱ 58,823.53	₱ 5,882.35	₱ 64,705.88
	Gadget Pilipinas	₱ 64,705.88	₱ 6,470.59	₱ 71,176.47
	Gadgets Magazine	₱ 70,588.24	₱ 7,058.82	₱ 77,647.06
	YugaTech			
	Pinoy Techno Guide			
	Revu	₱ 85,647.06	₱ 8,564.71	₱ 94,211.76
	Speed Magazine	₱ 70,588.24	₱ 7,058.82	₱ 77,647.06
	Business World	₱ 82,352.94	₱ 8,235.29	₱ 90,588.24
	Wazzup.ph	₱ 29,411.76	₱ 2,941.18	₱ 32,352.94
PAID KOLS	Alvin Tries Tech	₱ 82,352.94	₱ 8,235.29	₱ 90,588.24
	Hardware Voyage	₱ 58,823.53	₱ 5,882.35	₱ 64,705.88
MANAGEMENT FEES FOR EIGHTEEN (18) UNPAID/ORGANIC MEDIA AND SIX (6) UNPAID.ORGANIC KOLS		₱ 100,401.00		₱ 100,401.00
LOGISTICS (DELIVERY FEES, GAS, TOLLS, ETC)		₱ 35,000.00	₱ 3,500.00	₱ 38,500.00
TOTAL				996,642.18
VAT (12%)				119,597.06
GRAND TOTAL				1,116,239.24

***Notes:**

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