PRODUCTION & CREATIVE SERVICES COST ESTIMATE

CLIENT : LG ELECTRONICS PHILIPPINES, INC.
BRAND : LG
PROJECT: : LG May OBS Pricing DTI
CE. NO. : LG -2025-0009
DATE : 02 May 2025

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

	SERVICE	NET	VAT	TOTAL
I	**DTI Fees (Pass-thru costs)**	1,433.60	172.03	**1,605.63**
	- Coverage: NCR/Several regions/Nationwide = Php 1,120.00			
	- Permit Fee based on prize value of up to 50,000 = Php 280.00			
	- Documentary Stamp Tax = Php 33.60			
II	**DTI Facilitation Agency Fee**	9,000.00	1,080.00	**10,080.00**
	- Php 9,000.00 per application			
	Tasks involved:			
	- Coordination with DTI for payment of application fees			
	- Compiling of client-provided documents for substantiation			
	- Preparation of application			
	- Facilitation and coordination with DTI for promo review			
	- Coordination of required changes			
	SUB TOTAL	**10,433.60**	**1,252.03**	**11,685.63**
	GRAND TOTAL	**10,433.60**	**1,252.03**	**11,685.63**

TERMS :
45 days

Billing to be sent on a per-application basis.

PREPARED BY:			VERIFIED BY:		
Joseph Benjamin M. de Joya **Digital Business Lead**			**Diane Capile** **Business Unit Director**		
APPROVED BY: **Daphne Jaime** **Digital Assistant Marketing Manager**	APPROVED BY: **Ana Marie Salapantan** **Corporate Marketing Head**	APPROVED BY: **Jun Lee** **Home Solutions Product Director**	APPROVED BY: **Changsoo Jang** **Eco Solutions (RAC, Aircare) Product Director**	APPROVED BY: **Joongyoun Cho** **Media Solutions ID/IT Product Director**	APPROVED BY: **Yongwoo Park** **Media Solutions TV/Audio Product Director**