

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : Exports  
**PROJECT**: : Exports x Panlasang Pinoy FY26  
**CE. NO.** : NUTRIASIA-EXPORTS-2025-0020  
**DATE** : 09 May 2025

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

	SERVICE	NET	WTAX	VAT	COST IN PHP	
I	Panlasang Pinoy Fees (12 months starting May 2025-April 2026; inclusive of post campaign report) Content Creation Twelve (12) Facebook Videos Twelve (12) TikTok Videos - edited from the Facebook videos NET Total: \$ 63,000 (\$1 = PHP 59.56) Inclusive of 15% WTAX Payment Scheme: 50% down payment on November 1, 2025 = PHP1,870,785 50% remaining balance on April 1, 2026 = PHP 1,870,785  <i>*Inclusive of 2 revisions only, additional                      revisions will be charged based on                      agreement with Chef Vanjo</i> <i>*No advancing fees, payment to external                      partner will be only be sent once payment                      from NutriAsia is collected</i> <i>*Due to external partner on or before                      November 1, 2025</i>	3,752,280.00			529,733.65	4,944,180.71
			662,167.06			
II	Bank Transfer Fees NET Total: \$83 (\$1 = PHP 59.56)	4,943.48		593.22	5,536.70	
III	Influencer Engagement & Activation (12 months starting May 2025 - April 2026; inclusive of post campaign report) Project Management Fee	250,000.00		30,000.00	280,000.00	

- IV Product features include the ff:
- Vinegar - Datu Puti, Silver Swan & UFC
  - Fish Sauce - Datu Puti & UFC
  - Catsup & Sweet Chili Sauce - UFC & Jufran
  - Mang Tomas All-Around Sarsa
  - Spaghetti Sauce, Tomato Sauce &
  - Bagoong - UFC
  - Salted Black Beans- Silver Swan
  - Canned Vegetables
  - UFC Coconut Cream
  - UFC Whole Mushroom
  - UFC Pieces & Stems Mushrooms
  - UFC Cream Style Corn
  - UFC Sliced Young Corn
  - UFC Corn Kernels
  - UFC Soups
  - UFC Green Peas

V	ASF (Packaged Rate)	500,000.00		60,000.00	560,000.00
	<b>SUB TOTAL</b>	<b>4,507,223.48</b>	<b>662,167.06</b>	<b>620,326.86</b>	<b>5,789,717.40</b>
	<b>GRAND TOTAL</b>	<b>4,507,223.48</b>	<b>662,167.06</b>	<b>620,326.86</b>	<b>5,789,717.40</b>

**TERMS :**

Cancellation Fees Applies to a project on-hold for three (3) months which shall be considered cancelled.

A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees)

B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees)


C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees)

Rush Fees

Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge)

100% payment upon approval of CE

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  <b>Beatrice Co</b> <b>Account Director</b>	PREPARED BY:  <b>Juan Miguel D. Gonzalez</b> <b>Project Manager</b>
NOTED BY: <b>Reginne Cabanban</b>  <b>Managing Partner</b>	
APPROVED BY:  <b>Julienne Alonzo</b>	APPROVED BY:  <b>Mario Mendoza</b>