

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
 BRAND : Exports
 PROJECT: : Batch 1 KOLs for FY26
 CE. NO. : NUTRIASIA-EXPORTS-2025-0024
 DATE : 05 June 2025

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

	SERVICE	NET	VAT	TOTAL
I	KrizKitch - 12 Instagram Reels Crossposted to TikTok (1 Video Per Month) - Featured placement KO's new Filipino Pantry Essentials website post (will be posted on social media as well as sent to all email subscribers) - 12-month ad placement on my website - Optional monthly IG story mentions or reminders to boost visibility - Cross-platform integration for deeper audience engagement NET Total: \$12,000 Payment Scheme: 50% downpayment 60 days after signing MOA 50% remaining balance 30 days after final video	716,040.00	85,924.80	801,964.80
II	Phil Meets Food - 12 Instagram Reels Crossposted to TikTok (1 Video Per Month) NET Total: \$6,000 Payment Scheme: 50% downpayment 60 days after signing MOA 50% remaining balance 30 days after final video	358,020.00	42,962.40	400,982.40
III	Bobby Guzman - 12 Instagram Reels Crossposted to TikTok (1 Video Per Month) NET Total: \$4,200 Payment Scheme: 50% downpayment 45 days after signing MOA 50% remaining balance 30 days after final video	250,614.00	30,073.68	280,687.68
IV	Kenn Cuez - 12 Instagram Reels Crossposted to TikTok (1 Video Per Month) NET Total: \$8,000 Payment Scheme: 50% downpayment 60 days after signing MOA 50% remaining balance 30 days after final video	477,360.00	57,283.20	534,643.20
V	Bank Transfer Fees = \$332	19,810.44	2,377.25	22,187.69
VI	15% WHT on KOLs NET Fees	318,006.00	38,160.72	356,166.72

VII	12% ASF on KOL Fees and Bank Transfer Fee	256,782.05	30,813.85	287,595.90
VIII	Influencer Engagement & Activation (12 months starting June 2025 - May 2026; inclusive of post campaign report) = 18,000 per month x 12 months = 216,000	216,000.00	25,920.00	241,920.00
IX	Project Management Fees	43,200.00	5,184.00	48,384.00
	*Inclusive of 2 revisions only, additional revisions will be charged based on agreement with each KOL *No advancing fees, payment to external partners will be only be sent once payment from NutriAsia is collected			
	SUB TOTAL	2,655,832.49	318,699.90	2,974,532.39
	GRAND TOTAL	2,655,832.49	318,699.90	2,974,532.39

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:  Juan Miguel D. Gonzalez Project Manager	VERIFIED BY:  Reginne Cabanban Managing Partner
NOTED BY:  Beatrice Co Account Director	
APPROVED BY:  06092025 Julienne Alonzo	APPROVED BY:  Maric Mendez