

PRODUCTION & CREATIVE SERVICES COST ESTIMATE





CLIENT : NUTRIASIA, INC.
BRAND : Exports
PROJECT: : NAI Exports x Abi Marquez Collab
CE. NO. : NUTRIASIA-EXPORTS-2025-0033
DATE : 15 July 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	Abi Marquez: 1 video posted on 3 platforms: Instagram, Facebook, and TikTok - With handshake / Collaboration Post with NutriAsia - Mang Tomas Product highlight - With mentions of Jufran and UFC Banana Sauce being back in shelled and USFDA approved Payment Terms: - 50% down payment before work is started - 20% after 30 days when MOA is signed - 30% after 30 days of posted video	1,100,000.00	132,000.00	1,232,000.00
II	Creative Briefing Deck	45,000.00	5,400.00	50,400.00
III	Influencer Engagement & Activation (1 month; inclusive of post campaign report)	20,000.00	2,400.00	22,400.00
IV	Project Management Fee	13,000.00	1,560.00	14,560.00
V	12% ASF on KOL Fees	132,000.00	15,840.00	147,840.00
VI	15% WHT	194,117.65	23,294.12	217,411.77
	*Inclusive of 2 revisions only, additional revisions will be charged based on agreement with Abi Marquez			
	*No advancing fees, payment to external partner will be only be sent once payment from NutriAsia is collected			
	SUB TOTAL	1,504,117.65	180,494.12	1,684,611.77
	GRAND TOTAL	1,504,117.65	180,494.12	1,684,611.77

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 CENote: 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:  07/24/2025 Julienne Alonzo	APPROVED BY:  Marlo Mendaza
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