


# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Corp  
 PROJECT: : PLDT Home Holideals  
 CE. NO. : PLDT-HOME-2022-0010  
 DATE : 07 December 2022

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
 Fax: 8856-9316

	SERVICE	NET	VAT	COST IN PHP
I	<b>Duration: December 2022</b> <b>Animated Materials</b> - animated material including four (4) cascades per material. If material has no cascades, it still counts against the total	200,000.00	24,000.00	<b>224,000.00</b>
II	<b>Video Materials</b> - video materials that can be converted to two (2) animated posts (up to 16 animated) or three (3) static posts (up to 24 static depending on the execution)	400,000.00	48,000.00	<b>448,000.00</b>
III	Account Management Fee	120,000.00	14,400.00	<b>134,400.00</b>
	<b>SUB TOTAL</b>	<b>720,000.00</b>	<b>86,400.00</b>	<b>806,400.00</b>
	<b>GRAND TOTAL</b>	<b>720,000.00</b>	<b>86,400.00</b>	<b>806,400.00</b>

SUBMITTED BY:  <b>JV Madrid</b> Business Unit Director	PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <b>Jinky Salac</b> Finance Manager
NOTED BY:  <b>Diane Chua</b> Managing Director		
APPROVED BY:  <b>Mabie Encarnacion</b>	APPROVED BY: <b>Sharlyn Lim</b>	