

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : PLDT HOME FIBER LITE PROMO
 CE. NO. : PLDT-HOME-2023-0024
 DATE : 23 May 2023

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

	SERVICE	NET	ASF	VAT	TOTAL
I	DURATION: MAY 2023	57,000.00	0.00		57,000.00
	CREATIVE KV CONCEPT - Creation of KV Concept				
II	MERCH	25,000.00	0.00		25,000.00
	- Application of KV to Social Card , PLACEMAT				
III	ASC APPLICATION	1,680.00	0.00		1,680.00
	- STATIC ADS				
IV	ASC PROCESSING FEE	5,000.00	0.00		5,000.00
	SUB TOTAL	88,680.00	0.00	0.00	88,680.00
	20% ASF				17,736.00
	12% VAT				12,769.92
	GRAND TOTAL	88,680.00	0.00	0.00	119,185.92

SUBMITTED BY: JV Madrid Business Unit Director	PREPARED BY: JV Madrid Business Unit Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director			
APPROVED BY: J.J. JAVIER SR.- PRODUCT SPECIALIST - ACQUISITION MARKETING	APPROVED BY: R. C. GONZALES AVP (NATIONAL/GMM) - ACQUISITION MARKETING	APPROVED BY: R. TINEDA AVP - HOME ACQUISITION MARKETING	APPROVED BY: BORROMEO, Marizel HEAD - HOME MARKETING ADMIN & LOGISTICS