

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : PLDT HOME ACQUI PROJ PIZZA -ASC APPLICATIONS - ADDENDUM SPECIAL SCREENING  
 CE. NO. : PLDT-HOME-2023-0032  
 DATE : 01 June 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: JUNE 2023	246,400.00	0.00		246,400.00
ASC APPLICATIONS (ADDENDUM) SPECIAL SCREENINGS (SAME-DAY DECISION) - SPECIAL SCREENING @ PHP 15,400 for S1 application only, PHP 30,800 for S1 and S2 application - TVC 30S, 15s edit-down - 2 versions per network - GMA and Signal w/ ABS - Total of 8 applications				
<b>SUB TOTAL</b>	<b>246,400.00</b>	<b>0.00</b>	<b>0.00</b>	<b>246,400.00</b>
<b>20% ASF</b>				<b>49,280.00</b>
<b>GRAND TOTAL</b>	<b>246,400.00</b>	<b>0.00</b>	<b>0.00</b>	<b>295,680.00</b>

SUBMITTED BY: <i>[Signature]</i> <b>JV Madrid</b> <b>Business Unit Director</b>	PREPARED BY: <i>[Signature]</i> <b>JV Madrid</b> <b>Business Unit Director</b>
NOTED BY: <i>[Signature]</i> <b>Diane Chua</b> <b>Managing Director</b>	NOTED BY: <i>[Signature]</i> <b>Reg Cabanban</b> <b>Managing Partner</b>

<p>APPROVED BY:  PANTINOS, Shiena Marie S. PLDT HOME SENIOR PRODUCT SPECIALIST</p>	<p>APPROVED BY:  GONZALES, Ruby Ann AVP- HOME ACQUISITION MARKETING</p>	<p>APPROVED BY:  PINEDA, Regina Head, Home Acquisition Marketing</p>	<p>APPROVED BY: MARIZEL BORRAMEO HEAD - HOME MARKETING ADMIN &amp; LOGISTICS</p>
--	---	--	--