

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : PLDT HOME ACQUI PROJ PIZZA - B.BANNER & OOH FA PRODUCTION
 CE. NO. : PLDT-HOME-2023-0038
 DATE : 13 June 2023

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

| SERVICE | NET | WTAX | ASF | VAT | TOTAL |
|---|-------------------|-------------|-------------|-------------|-------------------|
| I DURATION: JUNE 2023 | 268,000.00 | | 0.00 | | 268,000.00 |
| I. FINAL ARTWORK PRODUCTION COST - Total of 4 Materials: 1 Booth Banner (2.5ft x 6.25ft); 3 OOH - Square 50ft x 50ft, Hor 50ft x 70ft, Verti 90ft x 70ft - 48 hours x P3,500 per hour (NET) - 4 Layered Files x Php 25,000 (NET) | | | | | |
| II II. SHUTTERSTOCK IMAGES | 20,700.00 | | 0.00 | | 20,700.00 |
| - Total of 3 Images x USD115 per image - USDForeign Exchange USD1 x Php 60 | | | | | |
| SUB TOTAL | 288,700.00 | 0.00 | 0.00 | 0.00 | 288,700.00 |
| 20% ASF | | | | | 57,740.00 |
| 12% VAT | | | | | 41,572.80 |
| GRAND TOTAL | 288,700.00 | 0.00 | 0.00 | 0.00 | 388,012.80 |

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| SUBMITTED BY: JV Madrid Business Unit Director | | PREPARED BY: JV Madrid Business Unit Director | |
| NOTED BY: Diane Chua Managing Director | | | |
| APPROVED BY: PANTINOS, Shiena Marie S. PLDT HOME SENIOR PRODUCT SPECIALIST | APPROVED BY: GONZALES, Ruby Ann AVP- HOME ACQUISITION MARKETING | APPROVED BY: BORROMELO, Marizel Head, Home Acquisition Marketing | APPROVED BY: BORROMELO, Marizel HEAD - HOME MARKETING ADMIN & LOGISTICS |