

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : PLDT HOME ACQUI - PROJ PIZZA - TIKTOK 30S EDIT
 CE. NO. : PLDT-HOME-2023-0039
 DATE : 14 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	229,993.47	0.00	27,599.22	257,592.69
BASIC PROD COST (c/o UXS)				
- Addendum cost for Project: "PIZZA" editing for 30s material in Tiktok/9:16 format.				
- Additional post-house cost editing to cover re-offline, re-grading, re-online, and release material of 30s in Tiktok/9:16 format.				
- All assets and layout guide c/o Agency.				
SUB TOTAL	229,993.47	0.00	27,599.22	257,592.69
17.65% ASF				45,465.11
12% VAT				36,366.94
GRAND TOTAL	229,993.47	0.00	27,599.22	339,424.73

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: PIMENTA, Regina Head, Home Acquisition Marketing	APPROVED BY: BORROMELO, Marizel HEAD - HOME MARKETING ADMIN & LOGISTICS