

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : mWell AO  
 CE. NO. : PLDT-HOME-2023-0051  
 DATE : 20 July 2023

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>ANIMATED MATERIALS</b> Creation of Animated Materials. Max of 3 revisions per material. Includes: 1x Omnibus, 1x Home Health Pass, and 1x Partnership materials.	75,000.00	9,000.00	<b>84,000.00</b>
II	<b>STATIC MATERIALS</b> Creation of Static Materials. Max of 3 revisions per material. Includes: 1x App Download, 1x Ambulance Ride, and 1x Doctor Consultation materials.	42,000.00	5,040.00	<b>47,040.00</b>
III	<b>KV REVISIONS</b> Revision of KV. Layered file provided by client. Max of 3 revisions per material: 1 major, 2 minor.	14,000.00	1,680.00	<b>15,680.00</b>
IV	<b>ACCOUNT MANAGEMENT</b> On items number I, II, III	26,200.00	3,144.00	<b>29,344.00</b>
	<b>SUB TOTAL</b>	<b>157,200.00</b>	<b>18,864.00</b>	<b>176,064.00</b>
	<b>GRAND TOTAL</b>	<b>157,200.00</b>	<b>18,864.00</b>	<b>176,064.00</b>

**TERMS :**

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

SUBMITTED BY: <b>MIG SEVILLA</b> Account Director	PREPARED BY: <b>MIG SEVILLA</b> Account Director	VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY: <b>Diane Chua</b> Managing Director		
APPROVED BY: <b>Riesel Valerie Gamo</b> Product Manager	APPROVED BY: <b>Janice Lagaso</b> AVP	APPROVED BY: <b>Ma. Zeimda P. Borromeo</b> Head of A&P Marketing