

PRODUCTION & CREATIVE SERVICES COST ESTIMATE






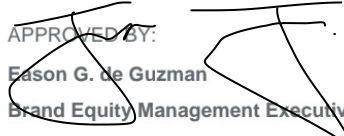

CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : Project Pizza DTH Box Banners
 CE. NO. : PLDT-HOME-2023-0059
 DATE : 08 August 2023

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	KV CASCADE Cascade of KV to 7 banners.	98,000.00	11,760.00	109,760.00
II	ASC APPLICATION FEE 5x Static ads	4,200.00	504.00	4,704.00
III	ASC PROCESSING FEE Processing of ASC application. 5x applications.	25,000.00	3,000.00	28,000.00
IV	ACCOUNT MANAGEMENT On items number I, II, III	25,440.00	3,052.80	28,492.80
	SUB TOTAL	152,640.00	18,316.80	170,956.80
	GRAND TOTAL	152,640.00	18,316.80	170,956.80

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:  MIG SEVILLA Account Director		
NOTED BY:  Diane Chua Managing Director		
APPROVED BY:  Shiena Marie S. Pantinos PLDT Home Senior Product Specialist	APPROVED BY:  Eason G. de Guzman Brand Equity Management Executive	APPROVED BY:  Ruby Ann Gonzales AVP, Home Acquisition Marketing