

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE










CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : PLDT Home mWell - Launch & Meet Supplier Payment  
 CE. NO. : PLDT-HOME-2023-0088  
 DATE : 07 December 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>PLDT HOME MWELL DIGITAL CONTENT</b>	290,816.33	34,897.96	<b>325,714.29</b>
	<b>DIGITAL SUPPORT</b>			
	Deliverables:			
	- Video and event support			
	- Content creation and implementation			
	- Production of Consumable materials			
II	<b>EPISODE SPONSORSHIP FOR CONVOS @ HOME</b>			
	- Production of episode script and creative materials			
	- Activation of Twitter Live Spaces			
	- Facilitation of Technical Requirements			
	- Coordination of schedule of host/s and guest/s			
	- Audio & Video Editing			
	- Exclusive of Guest Talent Fee			
III	<b>F&amp;B PROVISION</b>			
	provision for dinner for mWell Team			
	- Healthy Options gift pack (2x)			
	- Sweet Mamita cake (1x)			
IV	<b>ADDITIONAL TERM &amp; CONDITIONS/INCLUSIONS</b>			
	- Additional expenses incurred during project duration will be charged in an additional CE			
	- Editing services above are inclusive of 3 rounds of revisions maximum (each for podcast and VOD versions, respectively)			
	- Access to raw and project files MUST be provided to client when requested			
	- BTS clips and images of production (i.e. production stills for PR and Marketing purposes)			
	- All possible talents appearing in the videos should signed a waiver/contract agreeing that PLDT Home will use the video in part and full on YouTube and other digital assets as well as thematic campaigns in perpetuity			
V	<b>ASF</b>	<b>58,163.27</b>	<b>6,979.59</b>	<b>65,142.86</b>
	<b>On items number I</b>			
	<b>SUB TOTAL</b>	<b>348,979.60</b>	<b>41,877.55</b>	<b>390,857.15</b>
	<b>GRAND TOTAL</b>	<b>348,979.60</b>	<b>41,877.55</b>	<b>390,857.15</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>Miguel Sevilla</b> Account Director	PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY:  <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY:  <b>Diane Chua</b> Managing Director		
APPROVED BY:  <b>Riezel V. Gamo</b> Product Manager	APPROVED BY:  <b>Janice Lagaso</b> AVP	APPROVED BY:  <b>Ma. Zelinda Borromeo</b> Head of A&P Marketing