

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT Home
 PROJECT : PLDT Home Brand Account Building -Hepmil Supplier Payment
 CE. NO. : PLDT-HOME-2023-0096
 DATE : 01 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	CREATOR PRODUCTION Creator Video Creator to produce TikTok video on PLDT's brand page Guaranteed views: 20,000 views Inclusive of conceptualization and video production with up to 2 rounds of revisions each Licensing Inclusive of: - Client license to post on 3 Social Platforms (TT + 2 others) with boosting for 1 month – Perpetual posting of the content on the brand page Livestream hosted on creators' page Duration: 60min Setup from creators' location	630,000.00	75,600.00	705,600.00
II	ASF On items number I	126,000.00	15,120.00	141,120.00
	SUB TOTAL	756,000.00	90,720.00	846,720.00
	GRAND TOTAL	756,000.00	90,720.00	846,720.00

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: Miguel Sevilla Account Director	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Mabie O. Encarnacion-Encarnacion Digital Marketing Manager	APPROVED BY: Ma. Zelinda Borromeo Head of A&P Marketing, PLDT Home	APPROVED BY: Evert Miranda VP-Head of Digital Services, Product Marketing