

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : Kaspersky FB AO  
 CE. NO. : PLDT-HOME-2023-0098  
 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	REELS Creation of 12x reels. 4x reels per content bucket, 3x content buckets total.	540,000.00	64,800.00	604,800.00
II	ACCOUNT MANAGEMENT On items number I	108,000.00	12,960.00	120,960.00
	<b>SUB TOTAL</b>	<b>648,000.00</b>	<b>77,760.00</b>	<b>725,760.00</b>
	<b>GRAND TOTAL</b>	<b>648,000.00</b>	<b>77,760.00</b>	<b>725,760.00</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>Miguel Sevilla</b> Account Director				
NOTED BY: <b>Diane Chua</b> Managing Director				
APPROVED BY: <b>Mabie O. Encarnacion</b> Engco Digital Marketing Manager, Home Marketing	APPROVED BY: <b>Linette Garcia-Perez</b> Senior Product Manager, BEM Home Marketing	APPROVED BY: <b>Adrian R. Azana</b> Assistant Vice President, Kaspersky Home Marketing	APPROVED BY: <b>Evert Chris R. Miranda</b> Vice President, Digital Services Home Marketing	APPROVED BY: <b>Ma. Zelinda P. Borromeo</b> Head, Admin & A&P Budget Management Home Marketing