

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



16/F Two World Square,

#22 Upper Mckinley Road,  
Mckinley Hill

Fort Bonifacio, Taguig City, 1634

Tel.: 8856-7888

CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : Kaspersky FB AO Addendum  
 CE. NO. : PLDT-HOME-2024-0006  
 DATE : 08 February 2024

	SERVICE	NET	VAT	COST IN PHP
I	<b>REELS</b> Creation of 23x reels. 4x reels per content bucket, 3x content buckets total.	1,035,000.00	124,200.00	1,159,200.00
II	<b>ACCOUNT MANAGEMENT</b> On items number I	207,000.00	24,840.00	231,840.00
	<b>SUB TOTAL</b>	<b>1,242,000.00</b>	<b>149,040.00</b>	<b>1,391,040.00</b>
	<b>GRAND TOTAL</b>	<b>1,242,000.00</b>	<b>149,040.00</b>	<b>1,391,040.00</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. Borja</b> Digital Marketing Manager, Home Marketing	APPROVED BY: <b>Linette Garcia-Ibanez</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