

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT : Pldt Home Thematic & Unli All 1399 Production Costs
CE. NO. : PLDT-HOME-2024-0023rev2
DATE : 11 July 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	WTAX	ASF	AdvF	VAT	COST IN PHP
I	TV PRODUCTION Packaged cost for production of Thematic & Unli All 1399 TVCs Director: Pepe Diokno Thematic - 1x60s TVC/digital main material 16:9, 9:16 TikTok Safe, 4:5 - 1x30s TVC/digital edit down 16:9, 9:16 TikTok Safe, 4:5 - 1x15s TVC/Digital edit down 16:9, 9:16 TikTok Safe, 4:5 - 1x6s digital edit down 16:9, 9:16 TikTok Safe, 4:5 Unli All 1399 - 1x30s TVC/digital edit down 16:9, 9:16 TikTok Safe, 4:5 - 1x15s TVC/Digital edit down 16:9, 9:16 TikTok Safe, 4:5 - 1x6s digital edit down 16:9, 9:16 TikTok Safe, 4:5	8,973,021.99		0.00	0.00	1,076,762.64	10,049,784.63
II	SOUND AND AUDIO PRODUCTION Packaged audio post-production and VO for Thematic and Unli All 1399	831,966.67		0.00	0.00	99,836.00	931,802.67
III	KV PHOTOSHOOT Photoshoot for Unli All 1399 KV Photographer: Jay Tablante Shotlist: - KV layout - 3 talents situational for KV and library with various poses and angles	469,342.50		0.00	0.00	56,321.10	525,663.60
IV	ASF On items number I, II, III	1,813,419.45				217,610.33	2,031,029.78
	SUB TOTAL	12,087,750.61	0.00	0.00	0.00	1,450,530.07	13,538,280.68

GRAND TOTAL

12,087,750.61

0.00

0.00

0.00

1,450,530.07




13,538,280.68


TERMS :


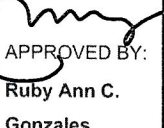


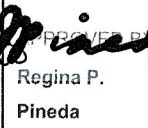
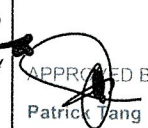
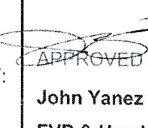

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay lasts more than forty five (45) days after the due date.

SUPPLIER COST BREAKDOWN

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
Tribal		30	0%	668714.63	80245.7556	748960.3856
TOTAL			%			

SUBMITTED BY:  Jennifer B. Wieneke Head of Business	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Lalyn Morete Senior Finance Analyst
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NOTED BY:  Diane Chua Managing Director

APPROVED BY:  Irwin Guzman Senior Product Manager, Home Product & Portfolio Management	APPROVED BY:  Ruby Ann C. Gonzales AVP, Home Acquisition Marketing	APPROVED BY:  Ana May C. Jovellanos Head of Brand Equity	APPROVED BY:  Marizel P. Borromeo Head, Home Marketing Admin & Logistics	APPROVED BY:  Regina P. Pineda VP, Marketing Comms & Services and Fixed Wireless	APPROVED BY:  Patrick Tang FVP, Home Acquisition Marketing	APPROVED BY:  John Yanez FVP & Head, Home Product & Home Management	APPROVED BY:  Jeremiah de la Cruz SVP & Head, Consumer Business Home
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