

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : Prepaid Fiber KV
 CE. NO. : PLDT-HOME-2024-0035
 DATE : 19 July 2024

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

	SERVICE	NET	VAT	COST IN PHP
I	KV CREATION Creation of KV concept	57,000.00	6,840.00	63,840.00
II	STOCK PHOTOS Licensing of 6x stock photos - Cost per image @ USD 155 - Forex: USD 1 = 61.38 (Based on BSP rate as of July 19, 2024)	57,083.40	6,850.01	63,933.41
III	LAYERED FILE Turnover of 1x layered file	25,000.00	3,000.00	28,000.00
IV	ASC APPLICATION Inclusive of: - 1x Static Special Screening/Clearing Application Fee (Php 30,800) - Advancing Fee (15% of application fee, Php 4,620) - Processing Fee (Php 5,000)	40,420.00	4,850.40	45,270.40
V	ACCOUNT MANAGEMENT On items number I, II, III, IV	35,900.68	4,308.08	40,208.76
	SUB TOTAL	215,404.08	25,848.49	241,252.57
	GRAND TOTAL	215,404.08	25,848.49	241,252.57

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		
NOTED BY: Diane Chua Managing Director	NOTED BY: Jennifer B. Wieneke Head of Business	
APPROVED BY: Jester J. Javier Sr. Product Specialist	APPROVED BY: Ruby Ann C. Gonzales AVP, Home Acquisition Marketing	APPROVED BY: Patrick S. Tang FVP, Home Acquisition Marketing