

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Home  
**PROJECT** : Unli All 1399 Talent Fees  
**CE. NO.** : PLDT-HOME-2024-0045rev1  
**DATE** : 12 August 2024


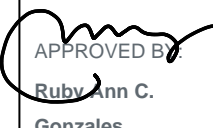





16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

	SERVICE	NET	WTAX	VAT	COST IN PHP
I	<b>TALENT FEE</b> On-cam talents for Unli All 1399 2.0 TVC shoot Main Talents: Mother, Father, Son - Covers: TVC, Digital Airing, OOH, and Collats - 15 months lockout - 1-2 days shoot for video and print Other Talents: Daughter, Lola - Covers: TVC and Digital Video - 15 days lockout - 1 day shoot for video only	820,000.00		115,764.71	1,080,470.59
			144,705.88		
II	<b>ASF</b> On items number I	123,000.00		14,760.00	137,760.00
	<b>SUB TOTAL</b>	<b>943,000.00</b>	<b>144,705.88</b>	<b>130,524.71</b>	<b>1,218,230.59</b>
	<b>GRAND TOTAL</b>	<b>943,000.00</b>	<b>144,705.88</b>	<b>130,524.71</b>	<b>1,218,230.59</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 lasts 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	NOTED BY:  <b>Jennifer B. Wieneke</b> Head of Business

<p>APPROVED BY:   <b>Irwin C. Guzman</b>  Senior Product  Manager, Home  Product &amp;  Portfolio  Management</p>	<p>APPROVED BY:   <b>Ruby Ann C. Gonzales</b>  AVP, Home  Acquisition  Marketing</p>	<p>APPROVED BY:   <b>Ana Maria C. Lovellans</b>  Head of Brand  Equity</p>	<p>APPROVED BY:   <b>Marizel P. Borromeo</b>  Borromeo  Head, Home  Marketing Admin  &amp; Logistics</p>	<p>APPROVED BY:   <b>Regina P. Pineda</b>  VP, Marketing  Comms &amp;  Services and  Fixed Wireless</p>	<p>APPROVED BY:   <b>Patrick Fang</b>  FVP, Home  Acquisition  Marketing</p>	<p>APPROVED BY:   <b>John Yanez</b>  FVP &amp; Head for  Home Product &amp;  Portfolio  Management</p>
---	--	---	---	---	---	---