

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Home  
**PROJECT** : Unli All 1399 KV Shoot Addendum  
**CE. NO.** : PLDT-HOME-2024-0046  
**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> Talents: Daughter, Lola - Covers: Digital Airing, OOH, and Collats - 15 days lockout - 1 day shoot for KV only	200,000.00	35,294.12	28,235.29	263,529.41
II	<b>PHOTOGRAPHY</b> Photographer: Jay Tablante Inclusions: - 2 additional talents (Lola and Ate) situational for library with various poses and angles - Photographer's fee for additional layouts - PD fee for 2 additional talents - AAdditional budget for food and studio hours	115,146.32		13,817.56	128,963.88
III	<b>ASF</b> On items number I, II	47,271.95		5,672.63	52,944.58
	<b>SUB TOTAL</b>	<b>362,418.27</b>	<b>35,294.12</b>	<b>47,725.49</b>	<b>445,437.87</b>
	<b>GRAND TOTAL</b>	<b>362,418.27</b>	<b>35,294.12</b>	<b>47,725.49</b>	<b>445,437.87</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		
APPROVED BY  <b>Shiena Marie Pantinos</b> Senior Product Specialist	APPROVED BY  <b>Ruby Ann C. Gonzales</b> AVP, Home Acquisition Marketing	APPROVED BY:  <b>Patrick Tang</b> FVP, Home Acquisition Marketing