

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : Unli All 1399 6s Pull Outs Addendum  
 CE. NO. : PLDT-HOME-2024-0050  
 DATE : 30 August 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	<b>TVC PRODUCTION</b> Production of 2x 6s Pull Outs - 16:9, 9:16 IG/TikTok each - Provision for offline editing, online editing, animation of supers & light streaks, re-sizing and re-layout for other aspect ratios, subtitling, mastering, dub release - EO+ as post house - Additional fee for director, producer and production staff - All post presentations will be done remotely via zoom or email - No provision for F2F post presentations	370,261.44	44,431.37	414,692.81
II	<b>ASF</b> On items number I	55,539.22	6,664.71	62,203.92
	<b>SUB TOTAL</b>	425,800.66	51,096.08	476,896.73
	<b>GRAND TOTAL</b>	425,800.66	51,096.08	476,896.73

**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>Miguel Ruffy</b> Brand Equity Management	APPROVED BY: <b>Ana May G. Jovellanos</b> Head of Brand Equity	APPROVED BY: <b>Marizel P. Borromeo</b> Head, Home Marketing Admin & Logistics	APPROVED BY: <b>Regina P. Pineda</b> VP, Marketing Comms & Services and Fixed Wireless