

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : Unli All 1399 Signal KV  
 CE. NO. : PLDT-HOME-2024-0052rev1  
 DATE : 02 September 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>KV CREATION</b> Creation of Digital KV concept	57,000.00	6,840.00	<b>63,840.00</b>
II	<b>LAYERED FILE</b> Turnover of 1x layered file	25,000.00	3,000.00	<b>28,000.00</b>
III	<b>ASC APPLICATION</b> Inclusive of: - 1x Static Application Fee (Php 840) - Advancing Fee (Php 126) - Processing Fee (Php 5,000)	5,966.00	715.92	<b>6,681.92</b>
IV	<b>ACCOUNT MANAGEMENT</b> On items number I, II, III	17,593.20	2,111.18	<b>19,704.38</b>
	<b>SUB TOTAL</b>	<b>105,559.20</b>	<b>12,667.10</b>	<b>118,226.30</b>
	<b>GRAND TOTAL</b>	<b>105,559.20</b>	<b>12,667.10</b>	<b>118,226.30</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	
APPROVED BY: <b>Linette Garcia-Perez</b> Senior Product Manager	APPROVED BY: <b>Ana May C. Jovellanos</b> Head of Brand Equity	APPROVED BY: <b>Marizel P. Borromeo</b> Head, Home Marketing Admin & Logistics	APPROVED BY: <b>Bryan B. Brantzen</b> Senior Product Manager, StreamTV