

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : 5G+ Interim KV + ASC Applications  
 CE. NO. : PLDT-HOME-2024-0055rev1  
 DATE : 06 September 2024

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

	SERVICE	NET	VAT	TOTAL
I	<b>ASC APPLICATIONS</b>	80,840.00		<b>80,840.00</b>
	Two (2) Special Screening & Clearing for One (1) Interim KV and One (1) Final KV Management & Processing of Two (2) ASC Applications 15% Advancing Fee			
II	<b>CREATIVE DEVELOPMENT</b>	41,987.09		<b>41,987.09</b>
	One (1) Key Visual Cascade Three (3) Shutterstock Images for All Media Use			
III	<b>ACCOUNT MANAGEMENT &amp; CLIENT SERVICING FEE</b>	24,565.42	0.00	<b>24,565.42</b>
	On items number I, II			
	<b>SUB TOTAL</b>	<b>147,392.51</b>	<b>0.00</b>	<b>147,392.51</b>
	12% VAT			<b>17,687.10</b>
	<b>GRAND TOTAL</b>	<b>147,392.51</b>	<b>0.00</b>	<b>165,079.61</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.

**SUPPLIER COST BREAKDOWN**

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
		30	0%	147,392.51	17.64	165,079.61
<b>TOTAL</b>			<b>%</b>	<b>147,392.51</b>	<b>12%</b>	<b>165,079.61</b>

SUBMITTED BY: <i>Maxine K. Cruz</i> <b>Maxine K. Cruz</b> Senior Account Manager	PREPARED BY: <i>Maxine K. Cruz</i> <b>Maxine K. Cruz</b> Senior Account Manager
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<p>NOTED BY: <i>Diane Chua</i> <b>Diane Chua</b> Managing Director</p>	<p>NOTED BY: <i>Jennifer B. Wieneke</i> <b>Jennifer B. Wieneke</b> Head of Business</p>
<p>APPROVED BY: <i>Miguel Ruffo</i> <b>Miguel Ruffo</b> Brand Equity Mangement</p>	<p>APPROVED BY: <i>Kathleen Yulo</i> <b>Kathleen Yulo</b> Manager, Home Marketing</p>