

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : PLDT Home Thematic 2024: Talent Fees (TV & Print)
 CE. NO. : PLDT-HOME-2024-0058
 DATE : 16 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 TALENT FEES	1,294,117.65	155,294.12	1,449,411.77
Professional Fees for seven (7) talents: 5 family members + 1 BF + 1 dog			
Notes:			
1. Covers digital airing, TVC, OOH, and collaterals (15 months lock-out, 1 - 2 days shoot for video and print)			
2. Costs with Withholding Tax.			
II ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE	194,117.65	23,294.12	217,411.77
On items number I			
SUB TOTAL	1,488,235.30	178,588.24	1,666,823.53
GRAND TOTAL	1,488,235.30	178,588.24	1,666,823.53

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: <i>Paola Soriano</i> Paola Soriano Account Director		PREPARED BY: <i>Claire Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst	
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director			NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business		
APPROVED BY: <i>Linette Garcia-Perez</i> Linette Garcia-Perez Senior Manager, Marketing Communications	APPROVED BY: <i>Ana Maria Jovellanos</i> Ana Maria Jovellanos Head, Brand Equity Management	APPROVED BY: <i>Marizel P. Borromeo</i> Marizel P. Borromeo Head, Home Admin & Logistics	APPROVED BY: <i>Johna P. Pineda</i> Johna P. Pineda VP, Marketing Comms & Services and Fixed Wireless	APPROVED BY: <i>John Yanez</i> John Yanez FVP & Head, Home Product and Home Management	