

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : Unli All 1399 Videos DTI Edits Addendum
 CE. NO. : PLDT-HOME-2024-0060
 DATE : 17 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 PRODUCTION DELIVERABLES: 1x30s TVC/ Digital – 16:9, 9:16, 1:1 1x15s TVC/ Digital – 16:9, 9:16, 1:1 3x6s Digital Edit downs – 16:9, 9:16 Total number of materials: 12 materials - Provision for re-edit to change DTI supers, mastering and dub release for 12 materials - EO+ as post house - Additional fee for producer and production staff - Approval of materials will be done remotely via viber or email	340,000.00	40,800.00	380,800.00
II ASF On items number I	51,000.00	6,120.00	57,120.00
SUB TOTAL	391,000.00	46,920.00	437,920.00
GRAND TOTAL	391,000.00	46,920.00	437,920.00

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: Miguel Sevilla Account Director			
NOTED BY: Diane Chua Managing Director		NOTED BY: Jennifer B. Wieneke Head of Business	
APPROVED BY: Miguel Ruffy Brand Equity Management	APPROVED BY: Ana May C. Jovelanos Head of Brand Equity	APPROVED BY: Marizel P. Borromeo Head, Home Marketing Admin & Logistics	APPROVED BY: Regina P. Pineda VP, Marketing Comms & Services and Fixed Wireless