

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : PLDT Home Prepaid Fiber - Project Success TVC
 CE. NO. : PLDT-HOME-2025-0022
 DATE : 01 July 2025

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

	SERVICE	NET	WTAX	ASF	AdvF	VAT	COST IN PHP
I	ACCOUNT MANAGEMENT & CLIENT SERVICING FEE	149,940.00		0.00	0.00		149,940.00
II	ASC APPLICATIONS ASC Application Fee ASC Processing Fee	13,204.00		0.00	2,640.80		15,844.80
III	TVCXPRESS TRANSMISSIONS TVCXpress three (3) transmissions @P2,755	8,265.00		1,239.75	0.00	991.80	10,496.55
IV		0.00				0.00	0.00
	SUB TOTAL	171,409.00	0.00	1,239.75	2,640.80	991.80	176,281.35
	12% VAT						21,153.76
	GRAND TOTAL	171,409.00	0.00	1,239.75	2,640.80	991.80	197,435.11

SUPPLIER COST BREAKDOWN

Vendor	Vendor Code	Payment Terms		Net Amount	VAT	Gross Amount
		DUE	%			
			0	0	0	
TOTAL			0%	0	0	0

SUBMITTED BY: Cecille D. Ocampo Project Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director	NOTED BY: Jennifer B. Wieneke Head of Business
APPROVED BY: Miguel N. Ruffy Senior Manager, Brand Equity Management	APPROVED BY: 01 Jul 2025 Regina Pineda VP, Marketing Comms & Services