

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Pldt Home Next Upgrade  
**PROJECT** : Pldt Home Next Upgrade Shop Maintenance Q4 2025 - Explore Software  
**CE. NO.** : PLDT-HOME-2025-0028  
**DATE** : 28 July 2025

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

|    | SERVICE  | NET               | AdvF             | VAT              | COST IN PHP       |
|----|--|-------------------|------------------|------------------|-------------------|
| I  | <b>DURATION: October to December (2025)</b><br><b>NEXT UPGRADE SHOP MAINTENANCE</b><br>Inclusions:<br>AWS Subscription<br>AWS Admin Fees<br>Development Fees<br>Contingency Fund | 243,157.89        | 54,467.37        | 29,178.95        | 326,804.20        |
| II | <b>ASF</b><br>On items number I  | 42,917.37         |                  | 5,150.08         | 48,067.45         |
|    | <b>SUB TOTAL</b>   | <b>286,075.26</b> | <b>54,467.37</b> | <b>34,329.03</b> | <b>374,871.66</b> |
|    | <b>GRAND TOTAL</b>   | <b>286,075.26</b> | <b>54,467.37</b> | <b>34,329.03</b> | <b>374,871.66</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.

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| SUBMITTED BY: <i>C. Lumayad</i><br><b>Claire Lumayad</b><br>Exec. Assistant / CE Traffic Manager                   |  | PREPARED BY: <i>C. Lumayad</i><br><b>Claire Lumayad</b><br>Exec. Assistant / CE Traffic Manager         |  | VERIFIED BY:<br><b>Lalyn Morete</b><br>Senior Finance Analyst   |  |
| NOTED BY:<br><b>Diane Chua</b> <i>Diane Chua</i><br>Managing Director  |  |   |  |   |  |
| APPROVED BY: <i>Linette Garcia Perez</i><br><b>Linette Garcia Perez</b><br>Senior Manager, BEM Home Marketing      |  | APPROVED BY: <i>Janice M. Lagaso</i><br><b>Janice M. Lagaso</b><br>AVP, Digital Services Home Marketing |  | APPROVED BY: <i>Ma. Zelinda P. Borromeo</i><br><b>Ma. Zelinda P. Borromeo</b><br>Head, Home Marketing & Logistics |  |
| APPROVED BY: <i>Evert Chris R. Miranda</i><br><b>Evert Chris R. Miranda</b><br>VP, Digital Services Home Marketing |  |   |  |   |  |