

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Red Fiber
 PROJECT : PLDT Red Fiber Bitly Subscription (FY 25/26)
 CE. NO. : PLDT-HOME-2025-0032
 DATE : 26 August 2025

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	Duration: August 2025 to August 2026 BITLY SUBSCRIPTION One (1) year subscription	145,668.00	17,480.16	163,148.16
II	ASF On items number I	21,850.20	2,622.02	24,472.22
	SUB TOTAL	167,518.20	20,102.18	187,620.38
	GRAND TOTAL	167,518.20	20,102.18	187,620.38

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>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>C. Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director		
APPROVED BY: <i>M. Borromeo</i> Marizel P. Borromeo Head, Home Marketing Admin & Logistics	APPROVED BY: <i>A. Carandang Jr.</i> Arturo Carandang Jr. AVP, Acquisition Marketing - Online & Retail	