

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Fiber Prepaid
PROJECT : Fiber Prepaid Proj Success Re-edit with New Offers/Duration
CE. NO. : PLDT-HOME-2025-0035
DATE : 17 September 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	DTI Processing Fee	10,000.00	0.00	1,200.00	11,200.00
II	ASC Processing Fee	10,000.00	0.00	1,200.00	11,200.00
III	ASC Application Fees (S1 & S2 Regular)	1,602.00	358.85	192.24	2,153.09
IV	TVCXPRESS TRANSMISSIONS	8,265.00	1,851.36	991.80	11,108.16
	TVCXpress three (3) transmissions at PHP2,755				
V	DTI Application Fee	5,130.60	1,149.25	615.67	6,895.53
	- One (1) Promo application for Prepaid Fiber (Sept 22-Dec 31)				
VI	ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE	2,999.52		359.94	3,359.46
	On items number III, IV, V				
	SUB TOTAL	37,997.12	3,359.46	4,559.65	45,916.24
	GRAND TOTAL	37,997.12	3,359.46	4,559.65	45,916.24

SUBMITTED BY: Angelo Gorriceta Project Manager	PREPARED BY: Angelo Gorriceta 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 Ruffy Senior Manager, Brand Equity Management		