

PRODUCTION & CREATIVE SERVICES COST ESTIMATE




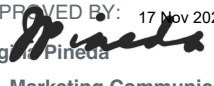



CLIENT : PLDT Inc.
 BRAND : Fiber Prepaid
 PROJECT: : Project Success Re-edit Production
 CE. NO. : PLDT-HOME-2025-0037rev1
 DATE : 24 September 2025

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	Editing Cost: - 30s & 15s new "30 Days" offer (hor and vert) - 15s new "30 Days" offer with Gcash (hor and vert) - 15s new "30 Days" offer with Gcash & Sukung Tindahan (hor and vert) - 6s new "30 Days" offer	147,959.18		0.00	0.00	17,755.10	165,714.28
II	Storyboarding Fee for the following(One-time Fee) -New 30 Days Offer - Gcash - Gcash & Sukung Tindahan	30,000.00		0.00	0.00	3,600.00	33,600.00
III	ASC Processing Fee for four (4) materials	40,000.00		0.00	0.00	4,800.00	44,800.00
IV	ASC Application Fees (S1 & S2 Regular) for four (4) materials	12,320.00		0.00	2,759.68	1,478.40	16,558.08
V	Account Management/Client Servicing Fee On items number I, IV	32,055.84				3,846.70	35,902.54
V	ASF On items number I, IV	19,233.50				2,308.02	21,541.52
	SUB TOTAL	281,568.52	0.00	0.00	2,759.68	33,788.22	318,116.42
	GRAND TOTAL	281,568.52	0.00	0.00	2,759.68	33,788.22	318,116.42

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	

<p>APPROVED BY: Miguel Ruffy  Senior Brand Equity Manager</p>	<p>APPROVED BY:  Kathleen Yulo Manager, Home Marketing</p>	<p>APPROVED BY:  Adrian Azana Assistant Vice-President, Home Marketing</p>	<p>APPROVED BY:  17 Nov 2025 Regina Pineda VP, Marketing Communications & Services</p>
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Joseph Simoun Ferrer
AVP, Brand Equity and Activations