

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Home  
**PROJECT** : PLDT Home Bitly Subscription - Next Upgrade (FY 25/26)  
**CE. NO.** : PLDT-HOME-2025-0039  
**DATE** : 10 October 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	<b>Duration: October 28, 2025 to October 27, 2026</b> <b>BITLY SUBSCRIPTION</b> One (1) year subscription	145,668.00	17,480.16	163,148.16
II	<b>ASF</b> On items number I	21,850.20	2,622.02	24,472.22
	<b>SUB TOTAL</b>	<b>167,518.20</b>	<b>20,102.18</b>	<b>187,620.38</b>
	<b>GRAND TOTAL</b>	<b>167,518.20</b>	<b>20,102.18</b>	<b>187,620.38</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.

SUBMITTED BY: <i>C. Lumayad</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>C. Lumayad</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY: <b>Diane Chua</b> <i>Diane Chua</i> Managing Director		
APPROVED BY: <i>[Signature]</i> <b>Enrique Quizon II</b> Head, Performance Marketing & Digital Operations	APPROVED BY: <i>[Signature]</i> <b>Marizel P. Borromeo</b> Head, Home Marketing Admin & Logistics	