

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : PLDT Home Fiber Prepaid  
**PROJECT** : Project: SUCCESS New Offer TVCExpress Transmissions  
**CE. NO.** : PLDT-HOME-2025-0040  
**DATE** : 14 November 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>TVCXPRESS TRANSMISSIONS</b> TVCExpress two (2) transmissions at PHP2,755 - TV5 and Signal	5,510.00	1,234.24	661.20	7,405.44
II	<b>ACCOUNT MANAGEMENT AND CLIENT SERVICING</b> On items number I	1,102.00		132.24	1,234.24
	<b>SUB TOTAL</b>	<b>6,612.00</b>	<b>1,234.24</b>	<b>793.44</b>	<b>8,639.68</b>
	<b>GRAND TOTAL</b>	<b>6,612.00</b>	<b>1,234.24</b>	<b>793.44</b>	<b>8,639.68</b>

SUBMITTED BY: Jennifer B. Wieneke Head of Business	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Miguel N. Ruffy Senior Manager, Brand Equity Management		