

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : PLDT Inc.  
**BRAND** : Home  
**PROJECT** : PLDT Home Social Media and Behavioral Analytics - Q4 2025  
**CE. NO.** : PLDT-HOME-2025-0044  
**DATE** : 17 December 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
<b>Social Media and Behavioral Analytics</b> Period covered: Quarter 4 (2025)	1,903,489.29	228,418.71	2,131,908.00
<b>SUB TOTAL</b>	<b>1,903,489.29</b>	<b>228,418.71</b>	<b>2,131,908.00</b>
<b>GRAND TOTAL</b>	<b>1,903,489.29</b>	<b>228,418.71</b>	<b>2,131,908.00</b>

SUBMITTED BY: <i>Ctlumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>Ctlumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua <i>Diane Chua</i> Managing Director		
APPROVED BY: John Yanez <i>2025</i> First VP, Consumer Home Marketing		