

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Prepaid Fiber
 PROJECT : PLDT Home Prepaid Fiber - Project: SUCCESS 2.0 (2026) - no DP
 CE. NO. : PLDT-HOME-2025-0046rev1
 DATE : 22 December 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	Basic Production Cost	3,300,285.00		0.00	0.00	396,034.20	3,696,319.20
II	Audio Post	178,888.89		0.00	0.00	21,466.67	200,355.56
III	Concept Fee	350,000.00		0.00	0.00	42,000.00	392,000.00
IV	KV Creation	180,000.00		0.00	0.00	21,600.00	201,600.00
V	KV Layered File	25,000.00		0.00	0.00	3,000.00	28,000.00
VI	ASC Screening Fee	10,000.00		0.00	0.00	1,200.00	11,200.00
VII	ASC Fees	15,379.20		0.00	0.00	1,845.50	17,224.70
	Three (3) 6-secs & one (1) 15-sec (S1 & S2) Php 1,602 x 8 Advancing fee included						
VIII	TVCXpress Transmissions	9,918.00		0.00	0.00	1,190.16	11,108.16
	Three (3) transmissions @ Php 2,755 Advancing fee included						
IX	Account Management Fee and Client Servicing Fee	414,074.19		0.00	0.00	49,688.90	463,763.09
X	Photography Cost inclusive of Talent Fees for Digital, OOH and Outdoor LED	464,040.12		0.00	0.00		464,040.12
XI	Print Producer's Supervision Fee	69,606.02		0.00	0.00		69,606.02
XII	ASF	476,221.35				57,146.56	533,367.91
	On items number I, II, VII, VIII, X						
	SUB TOTAL	5,493,412.77	0.00	0.00	0.00	595,172.00	6,088,584.76
	GRAND TOTAL	5,493,412.77	0.00	0.00	0.00	595,172.00	6,088,584.76

SUBMITTED BY: Monica Ysabel Toribio Account Manager	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic 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:  AVP - BEM/BAT</p>	<p>APPROVED BY:  Regina Pineda 26 Jan 2026 VP, Marketing Comms and Services</p>	<p>APPROVED BY:  John Yanez 1/26 First VP, Consumer Home Marketing</p>
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