

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT Home
 PROJECT : PLDT Home - Website Updates (Copy & Images)
 CE. NO. : PLDT-HOME-2025-0008
 DATE : 10 February 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 CREATIVE FEES FOR PLDT HOME WEBSITE UPDATES Packaged cost includes: WEBSITE (17 sections) - Copywriting - Recommendations for image replacements (stock photo licensing c/o client; no artwork development included) - Copywriting Guidelines - Website Audit Note: Max. 3 rounds of revisions	200,000.00	24,000.00	224,000.00
II CLIENT SERVICING FEE On items number I	40,000.00	4,800.00	44,800.00
SUB TOTAL	240,000.00	28,800.00	268,800.00
GRAND TOTAL	240,000.00	28,800.00	268,800.00

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: Paola Soriano Account Director		PREPARED BY: Paola Soriano Account Director		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director					
APPROVED BY: Linette Garcia Perez Senior Manager, Marketing Communications		APPROVED BY: Ana May C. Joyellanos Head, Brand Equity Management		APPROVED BY: Marizel P. Borromeo Head, Home Admin & Logistics	
APPROVED BY: Regina P. Medina VP, Marketing Comms & Services and Fixed Wireless 19 Mar 2025					