

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT: : PLDT Home Project: BFF
 CE. NO. : PLDT-HOME-2026-0001
 DATE : 13 January 2026

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	CONCEPT FEE	180,000.00	0.00	21,600.00	201,600.00
II	LAYERED FILE	25,000.00	0.00	3,000.00	28,000.00
III	ASC COORDINATION FEES	10,000.00	0.00	1,200.00	11,200.00
IV	ASC FEES	30,800.00	6,899.20	3,696.00	41,395.20
	Special screening				
V	ASF	3,696.00		443.52	4,139.52
	On items number IV				
	SUB TOTAL	249,496.00	6,899.20	29,939.52	286,334.72
	GRAND TOTAL	249,496.00	6,899.20	29,939.52	286,334.72

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	
APPROVED BY: Jester Javier Senior Marketing Specialist	APPROVED BY: Ruby Ann Gonzales AVP, National Acquisition Marketing	APPROVED BY: Patrick S. Tang FVP, Home Acquisition Marketing