







# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : PLDT Home Project: SUCCESS 2.0 - ASC Fees  
 CE. NO. : PLDT-HOME-2026-0004  
 DATE : 05 February 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	ASC COORDINATION FEE	10,000.00	0.00	1,200.00	11,200.00
II	ASC FEES S1 and S2 special screening for 15s horizontal and vertical	30,800.00	6,899.20	3,696.00	41,395.20
III	ASF On items number II	3,696.00		443.52	4,139.52
	<b>SUB TOTAL</b>	<b>44,496.00</b>	<b>6,899.20</b>	<b>5,339.52</b>	<b>56,734.72</b>
	<b>GRAND TOTAL</b>	<b>44,496.00</b>	<b>6,899.20</b>	<b>5,339.52</b>	<b>56,734.72</b>

SUBMITTED BY:  <b>Monica Ysabel</b> Account Manager	PREPARED BY:  <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager
NOTED BY:  <b>Diane Chua</b> Managing Director	NOTED BY:  <b>Jennifer B. Wieneke</b> Head of Business
APPROVED BY:  <b>Miguel Ruffy</b> Senior Brand Equity Manager	APPROVED BY:  <b>Simoun Ferrer</b> AVP - BEM/BAT