

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Prepaid Fiber  
 PROJECT : PLDT Home Prepaid Bitin 6s - 16 x 9 Versions  
 CE. NO. : PLDT-HOME-2026-0005  
 DATE : 10 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	<b>Post-Production Additional Cost</b> 3x6 (16:9) - Dad, Mom & Son	137,088.00	0.00	16,450.56	153,538.56
II	<b>ASC Processing Fee</b>	10,000.00	0.00	1,200.00	11,200.00
III	<b>ASC Fees</b> S1 and S2 applications - Php1,602 x 3	4,806.00	1,076.54	576.72	6,459.26
IV	<b>ASF</b> On items number I, III	17,027.28		2,043.27	19,070.55
	<b>SUB TOTAL</b>	168,921.28	1,076.54	20,270.55	190,268.38
	<b>GRAND TOTAL</b>	168,921.28	1,076.54	20,270.55	190,268.38

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