

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : PLDT Home ASC Complaint - Globe Line  
 CE. NO. : PLDT-HOME-2026-0006  
 DATE : 14 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 x 2	20,000.00	0.00	2,400.00	22,400.00
II	ASC Complaint Fee x 2	24,480.00	5,483.52	2,937.60	32,901.12
III	ASF On items number II	2,937.60		352.51	3,290.11
	<b>SUB TOTAL</b>	<b>47,417.60</b>	<b>5,483.52</b>	<b>5,690.11</b>	<b>58,591.23</b>
	<b>GRAND TOTAL</b>	<b>47,417.60</b>	<b>5,483.52</b>	<b>5,690.11</b>	<b>58,591.23</b>

SUBMITTED BY: <b>Jennifer B. Wieneke</b> Head of Business	PREPARED BY: <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <b>Lalyn Morete</b> Senior Finance Analyst
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	