

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT: : PLDT Stream TV - Final Artwork  
 CE. NO. : PLDT-HOME-2023-0077  
 DATE : 06 October 2023

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	<b>FINAL ARTWORK</b> - 2 x layered files @ Php50,000 net - 6 x Shutterstock photos and licensing for digital use @ Php23,400 net	73,400.00	8,808.00	82,208.00
II	<b>ASC APPLICATION FEES</b> - 4 x digital static ad @ Php840 each	3,360.00	403.20	3,763.20
III	<b>ACCOUNT MANAGEMENT &amp; CLIENT SERVICING FEE</b> On items number I, II	15,352.00	1,842.24	17,194.24
	<b>SUB TOTAL</b>	<b>92,112.00</b>	<b>11,053.44</b>	<b>103,165.44</b>
	<b>GRAND TOTAL</b>	<b>92,112.00</b>	<b>11,053.44</b>	<b>103,165.44</b>

**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 last more than forty five (45) days after the due date.

SUBMITTED BY: <i>Ctlumaypd</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>Ctlumaypd</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>[Signature]</i> <b>Lalyn Morete</b> Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> <b>Diane Chua</b> Managing Director		
APPROVED BY: <i>[Signature]</i> <b>Evert Chris Miranda</b> Head of Digital Services	APPROVED BY: <i>[Signature]</i> <b>Linette Garcia Perez</b> Senior Manager, Marketing Communications	APPROVED BY: <i>[Signature]</i> <b>Bryan Brantzeg</b> Senior Product Manager



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**CERTIFICATE OF COMPLETION**  
**PLDT INC.**  
**“ PLDT STREAM TV – FINAL ARTWORK ”**

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This is to certify that Tribal DDB, Inc. has completed the digital production requirements for PLDT Inc.'s  
“ Pldt Stream TV – Final Artwork “.

- Final Artwork
- ASC Applications Fees
- Account Management & Client Servicing Fee

Other inclusions as per CE # PLDT-HOME-2023-0077.

Signed by:

A handwritten signature in cursive script, appearing to read "Diane Chua", written in black ink.

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**Diane M. Chua**  
Managing Director  
Tribal DDB, Inc.

A handwritten signature in cursive script, appearing to read "Linette Garcia Perez", written in black ink.

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**Linette Garcia Perez**  
Senior Manager, Marketing Communications  
PLDT Inc.



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ASC Ref No. P0043P011024P