

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT INC.
 BRAND : PLDT Enterprise
 PROJECT: : Project Avengers
 CE. NO. : PLDT Enterprise OOS 2024-02
 DATE : 26 April 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
TALENT FEES OF THE FOLLOWING KOLs FOR ROI'D TO SUCCESS	3,500,277.94		3,500,277.94
Karen Davila			
<ul style="list-style-type: none"> • 3 5-minute episodes to be posted on Karen's YT • Cross posting of all the episodes on Karen's social media accounts • Videos can be reshared by PLDT Enterprise on their social media channels • Edit downs and reuploading are not allowed 			
Chinkee Tan			
<ul style="list-style-type: none"> • 1 reaction video to be posted on TikTok + FB 			
SUB TOTAL	3,500,277.94	0.00	3,500,277.94
12% VAT			420,033.35
GRAND TOTAL	3,500,277.94	0.00	3,920,311.29

TERMS :

This is to ensure commitment to pay Ripple8, Inc. 60% of the cost indicated in this CE amounting to PHP2,352,186.78 (vat inclusive) 5 days upon receiving the first billing invoice while the remaining 40% amounting to PHP1,568,124.52 (vat inclusive) shall be settled 30 days upon receiving the final billing invoice.

NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Mark Josef Dolor Account Director	NOTED BY: Tere Isla Group Account Director
APPROVED BY: Vanessa Marielle T. Baltao Head, Enterprise Brand Communications	APPROVED BY: Rachel Ann D. Tablante Head, Enterprise Brand Strategy	APPROVED BY: John Eric S. Alviz Vice President and Head, Enterprise and International Marketing