

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT INC.  
 BRAND : PLDT Enterprise  
 PROJECT : Project Avengers  
 CE. NO. : PLDT Enterprise OOS 2024-03  
 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
<b>I KOL/INFLUENCER MANGEMENT</b>	610,833.82		610,833.82
<ul style="list-style-type: none"> <li>(1 Influencer Manager and 1 Influencer Specialist)</li> <li>Talent booking and management.</li> <li>Campaign briefing to influencers/talents.</li> <li>Monitoring the execution of the approved deliverables for the KOLs</li> <li>Post-event report</li> </ul>			
<b>STRAT DEVELOPMENT</b>			
<ul style="list-style-type: none"> <li>(Strat Planning Director and Senior Strat Planner)</li> <li>Overall development of strategy for the execution.</li> <li>Aligning the proposed execution with the main campaign by the client.</li> </ul>			
<b>TALENT FEE</b>			
<ul style="list-style-type: none"> <li>Lyqa Maravilla</li> <li>1 reaction video to be posted on TikTok + FB</li> </ul>			
<b>SUB TOTAL</b>	<b>610,833.82</b>	<b>0.00</b>	<b>610,833.82</b>
<b>12% VAT</b>			<b>73,300.06</b>
<b>GRAND TOTAL</b>	<b>610,833.82</b>	<b>0.00</b>	<b>684,133.88</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. 60% of the cost indicated in this CE amounting to PHP410,480.33 (vat inclusive) 5 days upon receiving the first billing invoice while the remaining 40% amounting to PHP273,653,55 (vat inclusive) shall be settled 30 days upon receiving the final billing invoice.

NOTED BY: <b>Bobby T. Vito</b> Managing Director	NOTED BY: <b>Mark Josef Dolor</b> Account Director	NOTED BY: <b>Tere Isla</b> Group Account Director
APPROVED BY: <b>Vanessa Marielle T. Baltao</b> Head, Enterprise Brand Communications	APPROVED BY: <b>Rachel Ann D. Tablante</b> Head, Enterprise Brand Strategy	