

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT INC.
BRAND : PLDT Enterprise
PROJECT: : ROI'd to Success
CE. NO. : PLDT Enterprise PR OOS 2025-14
DATE : 02 April 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634

 Tel.: 8856-7888







SERVICE	NET	VAT	TOTAL
I Partial Fees for the Video Production (4 day shoot studio and location brolls) 2 Episodes • 2 YouTube Episodes(5-10 minutes each) • 2 outside locations • Stillphotos for LinkedIn/FBartcard for all subjects • Known inclusions: -2 Teams of Production Staff: Producer, Director, production assistants, videographers, -photographers,scriptwriters,and editor -Glam team/HMUA/Stylist - talents' Wardrobe and Styling -Shooting and technical Equipment • Production Design: Minimal Set Design and Props • Miscellaneous: Food and Transportation, production and technical supplies • Post Production: Provision for max. of 2 rounds of • Offline and Online Edit, Color Grading, OBB* • OUTPUT: 2 10 MINUTE EPISODES • 6 short videos for social media usage (up to 3 shorts per episode)	350,429.86		350,429.86
II Partial Fees for Karen Davila's Talent Fees (Studio) 2 Episodes •10-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	238,235.30		238,235.30
III Partial Fees for Hustleshare's fees for 30 episodes End to end coordination with Hustleshare agreed deliverables to client based on efforts related to the episode production	46,588.23		46,588.23
SUB TOTAL	635,253.39	0.00	635,253.39
12% VAT			76,230.41
GRAND TOTAL	635,253.39	0.00	711,483.80

TERMS :

Work will not commence without securing the fully signed CE and approved PO. Cost indicated is inclusive of withholding tax, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of PHP711,483.80 (vat inclusive) within 30 days upon receipt of its official invoice.

<p>SUBMITTED BY:  Jam Sison Account Manager</p>	<p>PREPARED BY:  Jam Sison Account Manager</p>
<p>NOTED BY:  Bobby T. Vito Managing Director</p>	<p>NOTED BY:  Mark Josef Dolor Account Director</p>
<p>APPROVED BY:  Vanessa Marielle T. Baltao Division Head, Enterprise Marketing Communications</p>	<p>APPROVED BY:  Rachel Ann D. Tablante Center Head, Enterprise Marketing Communications</p>