

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : PLDT Home AO 5G - ASC Processing Fees
 CE. NO. : PLDT-HOME-2024-0071
 DATE : 16 October 2024

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 ASC PERMIT PROCESSING FEES Application fee for three (3) animated digital ads at PHP 1,602 each Application fee for one (1) static digital ad at PHP 840 each Application fee for one (1) multiimage static digital ad at PHP 840 each Five (5)x Processing Fee at PHP 5,000 each Advancing Fee | 36,209.00 | 4,345.08 | 40,554.08 |
| II CLIENT SERVICING FEE On items number I | 7,241.80 | 869.02 | 8,110.82 |
| SUB TOTAL | 43,450.80 | 5,214.10 | 48,664.90 |
| GRAND TOTAL | 43,450.80 | 5,214.10 | 48,664.90 |

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

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| SUBMITTED BY: <i>Paola Soriano</i> Paola Soriano Account Director | | PREPARED BY: <i>Claire Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager | | VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst | |
| NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director | | | NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business | | |
| APPROVED BY: <i>Ma. Abigail O. E. Arnacion-Engco</i> Ma. Abigail O. E. Arnacion-Engco Senior Digital Marketing Manager | | APPROVED BY: <i>Kathleen N. Yulo</i> Kathleen N. Yulo Manager Home Marketing | | APPROVED BY: <i>Adrian R. Azana</i> Adrian R. Azana Assistant VP, Home Marketing | |
| | | | | APPROVED BY: <i>Marizel P. Borromeo</i> Marizel P. Borromeo Head, A&P and Logistics Management | |