

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Home
 PROJECT : PLDT Home AO 5G - Creative Fees (All Ideas)
 CE. NO. : PLDT-HOME-2024-0070
 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 CREATIVE DEVELOPMENT FEES	360,000.00	43,200.00	403,200.00
Seven (7) animated materials - Php 26,000 each			
Five (5) static materials - Php 14,000 each			
One (1) multi-image material - static - Php 56,000			
One (1) 360 material - Php 52,000			
<i>Note:</i>			
1. Maximum 3 rounds of revisions each (1 major, 2 minor)			
2. Excluding cascades			
II CLIENT SERVICING FEE	72,000.00	8,640.00	80,640.00
On items number I			
SUB TOTAL	432,000.00	51,840.00	483,840.00
GRAND TOTAL	432,000.00	51,840.00	483,840.00

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.

SUBMITTED BY: Paola Soriano Account Director		PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director			NOTED BY: Jennifer B. Wieneke Head of Business		
APPROVED BY: Ma. Abigail O. Encarnacion-Eg Senior Digital Marketing Manager	APPROVED BY: Kathleen A. Yulo Manager Home Marketing	APPROVED BY: Adrian R. Azana Assistant VP, Home Marketing	APPROVED BY: Marizel P. Borromeo Head, A&P and Logistics Management	APPROVED BY: Regina P. Pineda VP & Head, Marketing Communications & Services and Fixed Wireless Broadband	