

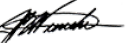
PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
 BRAND : SM Supermalls
 PROJECT: : Project GMall
 CE. NO. : SM PRIME-2026-0001
 DATE : 15 January 2026

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	AUDIO PRODUCTION - Inclusive of four (4) compe versions - Three (3) revisions	890,200.00	106,824.00	997,024.00
II	LYRIC VIDEO PRODUCTION	481,083.00	57,729.96	538,812.96
III	MUSIC VIDEO PRODUCTION - Inclusive of Basic Production Costs and Talent Fees	3,000,000.00	360,000.00	3,360,000.00
IV	ASF On items number I, II, III	874,256.60	104,910.79	979,167.39
	SUB TOTAL	5,245,539.60	629,464.75	5,875,004.35
	GRAND TOTAL	5,245,539.60	629,464.75	5,875,004.35

SUBMITTED BY:  Monica Ysabel Account Manager	PREPARED BY:  Jennifer B. Wieneke Head of Business	VERIFIED BY:  Jennifer B. Wieneke Head of Business
NOTED BY:  Diane Chua Managing Director		
APPROVED BY: Sheena Ramos AVP-Segment Marketing Management	APPROVED BY: Arvin Ang SVP-Marketing Administration	APPROVED BY: Joaquin San Agustin EVP-Marketing



SM PRIME HOLDINGS, INC.

7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A PASAY CITY NCR, FOURTH DISTRICT PHILIPPINES 1300
VAT REG. TIN: 003-058-789-00000

PO No. SMPH-0000171326

PURCHASE ORDER

Vendor No. : 1000052775
TRIBAL DDB INC
16/F TWO WOLRD SQUARE
TAGUIG CITY
TIN : 007-072-636-00000
Business Style : TRIBAL DDB INC

Document No. : 2500021504
Transaction Type : SERVICE
Purchasing Group : Event - Mktg&Sales
Creation Date : 23.03.2026
Cancellation Date :
Requisitioner : JD FERREROS
Terms of Payment : 30D upon receipt of original invoice
Additional Terms :

Please address invoice to:

SM PRIME HOLDINGS, INC.
SM PRIME HOLDINGS, INC. HEAD OFFICE
7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A
NCR, FOURTH DISTRICT PHILIPPINES
PASAY CITY 1300
VAT REG. TIN: 003-058-789-00000
Business Style : SM PRIME HOLDINGS, INC.

NOTE: HEADER: SMPH - Project Gmall
DONA: DONA-SCMC-HO-2026-15056
ATTN TO: Queenie Lichelle Abe

Line No.	Del.Date/ Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
10	12.04.2026 SMPH15056		MCHO_Project Gmall (Thematic) I AUDIO PRODUCTION - Inclusive of four (4) compre versions - Three (3) revisions II LYRIC VIDEO PRODUCTION 0.00 - Editing on Adobe Premiere Pro 2D Compositing - supers, logo, animation, clean-ups - Exports MOV, MP4 - Provision for five (5) royalty-free stock images as additional/back-up editing material - Offline and Online link submissions III MUSIC VIDEO PRODUCTION 0.00 Production Staff: - Director, DOP, Production Manager, Production Staff, Production Designer,	1	AU	5,875,004.35	PHP	5,875,004.35	V



SM PRIME HOLDINGS, INC.

7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A PASAY CITY NCR, FOURTH DISTRICT PHILIPPINES 1300
VAT REG. TIN: 003-058-789-00000

PO No. SMPH-0000171326

PURCHASE ORDER

Vendor No. : 1000052775
TRIBAL DDB INC
16/F TWO WOLRD SQUARE
TAGUIG CITY
TIN : 007-072-636-00000
Business Style : TRIBAL DDB INC

Document No. : 2500021504
Transaction Type : SERVICE
Purchasing Group : Event - Mktg&Sales
Creation Date : 23.03.2026
Cancellation Date :
Requisitioner : JD FERREROS
Terms of Payment : 30D upon receipt of original invoice
Additional Terms :

Please address invoice to:

SM PRIME HOLDINGS, INC.
SM PRIME HOLDINGS, INC. HEAD OFFICE
7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A
NCR, FOURTH DISTRICT PHILIPPINES
PASAY CITY 1300
VAT REG. TIN: 003-058-789-00000
Business Style : SM PRIME HOLDINGS, INC.

NOTE: HEADER: SMPH - Project Gmall
DONA: DONA-SCMC-HO-2026-15056
ATTN TO: Queenie Lichelle Abe

Line No.	Del.Date/ Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
----------	--------------------	-----------------	----------------------	-----	-----	------------	-----	-------------	-----

Choreographer
Equipment:Video:
- Two (2) FX6 Sony Camera Set Up
-Lights and Chroma
-Complete lenses & accessories
-Floor Monitor
Production Design
- Wardrobe for talents
- Set-up for props
Post-Production
-Offline Editing # 1 Round each of
Agency and Client Presentation w/ 2
round of internal revisions
- Online Editing # Provision for 2D
graphics/superimposition of
logo/artworks/product for selected frame
- Color Grading



SM PRIME HOLDINGS, INC.

7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A PASAY CITY NCR, FOURTH DISTRICT PHILIPPINES 1300
VAT REG. TIN: 003-058-789-00000

PO No. SMPH-0000171326

PURCHASE ORDER

Vendor No. : 1000052775
TRIBAL DDB INC
16/F TWO WOLRD SQUARE
TAGUIG CITY
TIN : 007-072-636-00000
Business Style : TRIBAL DDB INC

Document No. : 2500021504
Transaction Type : SERVICE
Purchasing Group : Event - Mktg&Sales
Creation Date : 23.03.2026
Cancellation Date :
Requisitioner : JD FERREROS
Terms of Payment : 30D upon receipt of original invoice
Additional Terms :

Please address invoice to:

SM PRIME HOLDINGS, INC.
SM PRIME HOLDINGS, INC. HEAD OFFICE
7/F MOA SQUARE SEASHELL LANE COR CORAL WAY MALL OF ASIA
COMPLEX BARANGAY 76 ZONE 10 CBP 1-A
NCR, FOURTH DISTRICT PHILIPPINES
PASAY CITY 1300
VAT REG. TIN: 003-058-789-00000
Business Style : SM PRIME HOLDINGS, INC.

NOTE: HEADER: SMPH - Project Gmall
DONA: DONA-SCMC-HO-2026-15056
ATTN TO: Queenie Lichelle Abe

Line No.	Del.Date/ Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
			IV ASF						
			On items number I, II, III						
			Gross Price				PHP	5,875,004.35	
			Amount(VAT Inclusive)				PHP	5,875,004.35	
			Value Added Tax				PHP	629,464.75	
			Vatable Amount				PHP	5,245,539.60	
			Zero Rated Amount						
			Non-VAT						
			VAT Exempt						
			Gross of VAT				PHP	5,875,004.35	

TOTAL AMOUNT IN PHP: FIVE MILLION EIGHT HUNDRED SEVENTY-FIVE THOUSAND FOUR PESOS AND THIRTY-FIVE CENTAVOS ONLY

ADDITIONAL NOTE: Billings should not be later than 60 days from delivery date.

Prepared by:

Ordered by:

Approved by:

Conformed by/Date:

Vivien Ivy K. Tan
Division Head - Senior AVP

AC CONTROL NO. AC_126_122025_001018
Date Issued: 12/19/2025
SMPH-0000000001 to SMPH- 9999999999

PO No. SMPH-0000171326
THIS DOCUMENT IS NOT VALID FOR CLAIM OF INPUT TAX.