

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
 BRAND : SM Supermalls
 PROJECT: : Song Buyout
 CE. NO. : SM PRIME-2026-0015rev1
 DATE : 26 February 2026

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	AdvF	VAT	COST IN PHP
I	CELEBRITY TALENT FEES (DNA)	514,000.00	115,136.00	61,680.00	690,816.00
II	BUYOUT FEE FOR THE MUSIC AND SM IP OWNERSHIP - Perpetual master ownership transfer	800,000.00	0.00	96,000.00	896,000.00
III	ADMINISTRATION AND LEGAL COORDINATION - talent agreements, audio likeness licensing, contract drafting and coordination	170,000.00	0.00	20,400.00	190,400.00
IV	ASF On items number I, II, III	222,600.00		26,712.00	249,312.00
	SUB TOTAL	1,706,600.00	115,136.00	204,792.00	2,026,528.00
	GRAND TOTAL	1,706,600.00	115,136.00	204,792.00	2,026,528.00

SUBMITTED BY: Jennifer B. Wieneke Head of Business	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
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-0000176273

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. : 2500026520
Transaction Type : SERVICE
Purchasing Group : Event - Mktg&Sales
Creation Date : 10.04.2026
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 - Song Buyout
DONA: DONA-SCMC-HO-2026-18937
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 SMPH18937		MCHO_Song Buyout PROJECT: : Song Buyout I CELEBRITY TALENT FEES (DNA) II BUYOUT FEE FOR THE MUSIC AND SM IP OWNERSHIP - Perpetual master ownership transfer III ADMINISTRATION AND LEGAL COORDINATION - talent agreements, audio likeness licensing, contract drafting and coordination IV ASF On items number I, II, III	1	AU	2,026,528.00	PHP	2,026,528.00	V
Gross Price							PHP	2,026,528.00	



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			Amount(VAT Inclusive)				PHP	2,026,528.00	
			Value Added Tax				PHP	217,128.00	
			Vatable Amount				PHP	1,809,400.00	
			Zero Rated Amount						
			Non-VAT						
			VAT Exempt						
			Gross of VAT				PHP	2,026,528.00	

TOTAL AMOUNT IN PHP: TWO MILLION TWENTY-SIX THOUSAND FIVE HUNDRED TWENTY-EIGHT PESOS 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-0000176273
THIS DOCUMENT IS NOT VALID FOR CLAIM OF INPUT TAX.