



# 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-0000176323

### 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. :** 2500026575  
**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  
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PASAY CITY 1300  
VAT REG. TIN: 003-058-789-00000  
**Business Style : SM PRIME HOLDINGS, INC.**

**NOTE:** HEADER: SMPH - Thematic Sustaining In-house Content  
DONA: DONA-SCMC-HO-2026-15938  
ATTN TO: Queenie Lichelle Abe

Line No.	Del.Date/Ref.Doc.	Material Number	Material Description	QTY	UOM	Unit Price	Cur	Total Price	VAT
10	30.04.2026		<b>MCHO_Thematic Sustaining In-house Conten</b>	1	AU	340,000.00	PHP	340,000.00	V
	SMPH15938		PROJECT: : SM Supermalls Monthly Sustaining In-House Content for Thematic Campaign I Scope of Work: 1)Conceptualize and develop 31 briefs and basic social media content (no color grading, UGC style, vertical) to be published on SM Supermalls social media platforms 2)The subject of all the content will be centered around the approved Thematic Campaign 3)Definition of Counted Content included: a. Original content shot & edited by Tribal,						



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			approved by Client for posting b. Original content shot & edited by Tribal, not approve by Client for posting because of a new guideline not previously given c. Any static or video content resized and/or reformatted for other platforms d. Includes video or photo published on stories e. Any request for editing of existing material, not exceeding 1 minute, excludes editing content beyond 1 minute						
			<b>Gross Price</b>				PHP	340,000.00	



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			<b>Amount(VAT Inclusive)</b>				PHP	340,000.00	
			<b>Value Added Tax</b>				PHP	36,428.57	
			<b>Vatable Amount</b>				PHP	303,571.43	
			<b>Zero Rated Amount</b>						
			<b>Non-VAT</b>						
			<b>VAT Exempt</b>						
			<b>Gross of VAT</b>				PHP	340,000.00	

**TOTAL AMOUNT IN PHP: THREE HUNDRED FORTY THOUSAND 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

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THIS DOCUMENT IS NOT VALID FOR CLAIM OF INPUT TAX.