

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
BRAND : SM Supermalls
PROJECT : SM Supermalls: Project JOY - Christmas Video Production A (50% DP)
CE. NO. : SM PRIME-2024-0004
DATE : 18 July 2024

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

SERVICE	NET	WTAX	VAT	COST IN PHP
I CREATIVE FEES (50% DP) - 1 x 60s music video - 3 x 15s edit downs	125,000.00		15,000.00	140,000.00
II VIDEO PRODUCTION (50% DP) - 1 X 60s OLV with 3 x 15s edit downs - director - offline editing / online editing / color grading - two (2) days video shoot (1 in studio, 1 on-location at SM Mall SM North EDSA) - talent fee for five (5) on-cam non-celebrity talents with one (1) dog, all with wardrobe - additional four (4) on-cam non-celebrity talents (with wardrobe) - DOLE permit processing for kid talent and millennial vignette - additional fee for HMUA (for additional talents) - food & transpo (for additional talents)	1,708,222.22		204,986.67	1,913,208.89
SUB TOTAL	1,833,222.22	0.00	219,986.67	2,053,208.89
GRAND TOTAL	1,833,222.22	0.00	219,986.67	2,053,208.89

TERMS :

- Assumes Production Design set-up in SM Mall location is c/o client
- Does not include ASC processing fees

Note: 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: Paola Soriano Account Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst
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NOTED BY: Diane Chua Managing Director	NOTED BY: Jennifer B. Wieneke Head of Business	
APPROVED BY: Sheena Rhia P. Ramos Assistant Vice President, Segment Marketing Management	APPROVED BY: Arvin C. Arino Senior Assistant Vice President, Marketing Administration	APPROVED BY: Joaquin L. San Agustin Senior Vice President, Marketing