

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
BRAND : SM Supermalls
PROJECT : SM Supermalls: Project JOY - Christmas Video Production B (50% FP)
CE. NO. : SM PRIME-2024-0006
DATE : 18 July 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel : 8856-7868

	SERVICE	NET	VAT	COST IN PHP
I	CREATIVE FEES (50% FP) - 1 x 60s music video - 3 x 15s edit downs	125,000.00	15,000.00	140,000.00
II	VIDEO PRODUCTION (50% FP) - 1 X 60s OLTV 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	219,986.67	2,053,208.89
	GRAND TOTAL	1,833,222.22	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: <i>Paola Soriano</i> Paola Soriano Account Director	PREPARED BY: <i>Paola Soriano</i> Paola Soriano Account Director	VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director	NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business	
APPROVED BY: <i>Sheena Rhia P. Ramos</i> Sheena Rhia P. Ramos Assistant Vice President, Segment Marketing Management	APPROVED BY: <i>Arvin C. ...</i> Arvin C. ... Senior Assistant Vice President, Marketing Administration	APPROVED BY: <i>Jaquelin L. San Agustin</i> Jaquelin L. San Agustin Senior Vice President, Marketing