

**PUBLIC RELATIONS
SERVICES COST ESTIMATE**



RIPPLE8, INC.
16F Two World Square, 22 Upper McKinley Road, McKinley Hill,
Fort Bonifacio, Taguig City, Philippines
Tel. No. : 8856-7888, Fax No. : 8856-9316

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|-----------|---------------------------|------------|-------------|
| CLIENT: | SM Cares | | |
| PROJECT: | PANATA Awards 2025 | | |
| C.E. NO.: | SM Cares-PR-2025-13 | | |
| DATE: | 25 | SEP | 2025 |

| Regular Coverage Period (1 month) | NET | VAT | TOTAL | DUE RIPPLE8 (VAT INC.) | DUE SM CARES (VAT INC.) |
|--|-----------------------|----------------------|-----------------------|------------------------|-------------------------|
| I. Awards facilitation and creative development | PHP 277,624.66 | PHP 33,314.96 | PHP 310,939.62 | PHP 155,469.81 | PHP 155,469.81 |
| <ul style="list-style-type: none"> • Overall facilitation of the award submission (late entry deadline: Oct 3) , including packaging and submission. • Creative fees for concept board copywriting for five (5) entries only. • Existing materials from the client will be used. • Includes up to two (2) rounds of revisions. Any additional revisions will be charged separately through an addendum cost estimate. <p>Note: Exclusive of layout/design of the concept boards.</p> | | | | | |
| II. Entry Fees | PHP 224,334.56 | PHP 26,920.15 | PHP 251,254.71 | PHP 125,627.35 | PHP 125,627.35 |
| <p>Award entry fees for five (5) entries.</p> <ul style="list-style-type: none"> • SM Cares' Mall for All - Best Showcase for Causes and Social Good Communication • Book Nook - Best Showcase for On-ground Activation • Global Youth Summit - Best Showcase for Building New Markets • Brand Building Team of The Year - SM Cares (Book Nook) • Executive Brand Builder of The Year - Joaquin San Agustin | | | | | |
| GRAND TOTAL | PHP 501,959.22 | PHP 60,235.11 | PHP 562,194.33 | PHP 281,097.16 | PHP 281,097.16 |

PAYMENT TERMS:

- This is to ensure commitment to pay Ripple8, Inc. for the total cost indicated in this CE within 30 days upon receipt of its official invoice.
- Cancellation fee of 30% of the initially approved costs will be applicable if the project does not proceed

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| PREPARED BY: JED BALATBAT ACCOUNT DIRECTOR | NOTED BY: BOBBY VITO MANAGING PARTNER | APPROVED BY: Richard A. Caluyo AVP - Marketing - SM Cares, SMLC & FECI |
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