

**PUBLIC RELATIONS  
SERVICES COST ESTIMATE**



A CDB Group Company

**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

CLIENT:	<b>SM Cares</b>		
PROJECT:	<b>SM Prime Sustainability Initiatives (August-December 2025)</b>		
C.E. NO.:	<a href="#">SM Cares-PR-2025-12</a>		
DATE:	<b>28</b>	<b>JULY</b>	<b>2025</b>

Regular Coverage Period (5 months)	NET	VAT	TOTAL
<b>I. EDITORIAL REQUIREMENTS</b> <ul style="list-style-type: none"> <li>• Writing of three (3) stories per month. Total of fifteen (15) stories for 5 months.</li> <li>• Maximum of two (2) revisions per editorial content.</li> <li>• Rates are exclusive of seeding and monitoring.</li> </ul>	PHP 911,781.66	PHP 109,413.80	PHP 1,021,195.46
<b>II. CREATIVE DEVELOPMENT (C/O TRIBAL)</b> <ul style="list-style-type: none"> <li>• Agency service fees only for facilitating the design of two (2) social media art cards (static format only) per month with Tribal. Total of ten (10) assets for 5 months.</li> <li>• All assets will come from the client's existing materials including photos - no shoot / production involved.</li> <li>• Includes up to two (2) rounds of revisions. Any additional revisions will be charged separately through an addendum cost estimate.</li> <li>• Rate is exclusive of always-on design theme / concept and strategy for core content pillar</li> </ul>	PHP 216,256.75	PHP 25,950.81	PHP 242,207.56
<b>III. VALUE-ADDED SERVICES</b> <ul style="list-style-type: none"> <li>• Provide counsel on targeted media for each story, including a media list prior to PR seeding.</li> <li>• One (1) Story Conference with client per month</li> </ul>			
<b>GRAND TOTAL</b>	<b>PHP 1,128,038.41</b>	<b>PHP 135,364.61</b>	<b>PHP 1,263,403.02</b>
<b>DISCOUNTED COST</b>	<b>PHP 893,043.41</b>	<b>PHP 107,165.21</b>	<b>PHP 1,000,208.62</b>
<b>SAVINGS</b>	<b>PHP 234,995.00</b>	<b>PHP 28,199.40</b>	<b>PHP 263,194.40</b>
<b>SAVINGS (PERCENTAGE)</b>		<b>20.83%</b>	

**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.

PREPARED BY:  <b>JED BALATBAT</b> ACCOUNT DIRECTOR	NOTED BY:  <b>BOBBY VITO</b> MANAGING DIRECTOR	APPROVED BY:   <b>Arvin C. Ang</b> SAVP Marketing	APPROVED BY:  <b>Mr. Joaquin L. San Agustin</b> EVP Marketing
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