

**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

CLIENT:	SM Cares		
PROJECT:	PR Retainer 2025 (February - December 2025)		
C.E. NO.:	SMCARESPR2024-02		
DATE:	16	JAN	2025

Regular Coverage Period (February - December 2025)	NET	VAT	TOTAL
I. PR STRATEGY AND COUNSELING Strategy Setting and PR Plan Development: • One-time development of a one-year Communications Plan PR Counseling: • Providing expert PR Counseling to enhance brand reputation and strategic communication			
II. MEDIA RELATIONS, EDITORIAL, SEEDING AND MONITORING Editorial, Seeding, and Monitoring: • Writing, seeding, and monitoring of eight (8) stories per month or ninety-six (96) stories per year. • Inclusive of other editorial writing requests, such as talk points and speeches as needed. • Maximum of two (2) revisions per editorial content. • Guaranteed ten (10) pick-ups across all media platforms per article seeding. • Daily monitoring of pickups and submission of weekly and monthly reports.			
III. VALUE-ADDED SERVICES • Inviting of 10-20 media for one (1) event. Exclusive of event staging, program host, media tokens, delivery costs, and out-of-pocket expenses • Provide counsel on targeted media for each story, including a media list prior to PR seeding. • One (1) Story Conference with client per month • Appraising client on PR trends. • Guaranteed minimum of two (2) cross-posts to social media channels per seeded story. • Provide KOL recommendations for eight (8) identified projects (exclusive of management and talent fees). • Two (2) award entry write-ups and scouting of awards body list for 2025 (excluding awards submission fees).			
Note: The inclusions indicated in this CE still cover the same items as those in the January 2025 retainer CE (SMCARESPR2024-01)			
GRAND TOTAL COST	PHP 5,604,868.41	PHP 672,584.21	PHP 6,277,452.62
NEGOTIATED COST	PHP 2,352,252.94	PHP 282,270.35	PHP 2,634,523.30
SAVINGS	PHP 3,252,615.46	PHP 390,313.86	PHP 3,642,929.32
SAVINGS (PERCENTAGE)		58%	

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: JED BALATBAT ACCOUNT DIRECTOR	NOTED BY: BOBBY VITO MANAGING DIRECTOR	APPROVED BY: Richard A. Caluyo AVP - Marketing - SM Cares, SMLC & FECl APPROVED BY: Mr. Arvin C. Ang SAVP Marketing
		APPROVED BY: Mr. Joaquin L. San Agustin EVP Marketing