

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : East West Bank  
**BRAND** : EastWest Bank  
**PROJECT** : EasyWay Launch - Media Relations Management  
**CE. NO.** : BMCC-PR-2024-13  
**DATE** : 07 August 2024

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634


Tel.: 8856-7888

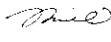
SERVICE	NET	VAT	TOTAL
<b>I Event and Media Management</b> Inclusions: <ul style="list-style-type: none"> <li>• Media Facilitation and Liason of Media Attendees                          Key Performance Indicators (KPIs):                         <ul style="list-style-type: none"> <li>- Minimum of 50 media attendees (headcount; 40 media to be charged out-of-scope while 10 media to be charged to the retainer)</li> <li>- 50% or 25 PR pick-ups</li> <li>- Media invitation, coordination, on-ground management and post-event monitoring</li> <li>- Includes van rental for 50-60 media and mobilization (transportation, gas, toll, parking fees, etc).</li> </ul> </li> <li>• Show Concept                             <ul style="list-style-type: none"> <li>◦ Overall concept, title, creative handle, thematic treatment, deck, and pre-production deck</li> </ul> </li> <li>• Scriptwriter/Program Flow                             <ul style="list-style-type: none"> <li>◦ Event scriptwriting and onsite writing</li> </ul> </li> <li>• Logistics - Production Meals and Water (50 pax per food flow):                             <ul style="list-style-type: none"> <li>◦ Midnight Snacks (ingress)</li> <li>◦ Breakfast</li> <li>◦ Lunch</li> <li>◦ PM Snacks</li> <li>◦ Dinner</li> </ul> </li> <li>• Technical Requirements - Professional Lights and Sounds System</li> </ul>	613,884.85	73,666.18	687,551.03
<b>SUB TOTAL</b>	613,884.85	73,666.18	687,551.03
<b>GRAND TOTAL</b>	613,884.85	73,666.18	687,551.03


**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP687,551.03 (VAT-inclusive)** within 30 days upon receipt of its official invoice.

**PREPARED BY:** *ST*  
**Shane Torres**  
**Account Manager**

NOTED BY:   
**Bobby T. Vito**  
Managing Director

NOTED BY:   
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Managing Partner

NOTED BY:   
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Group Account Director

APPROVED BY:   
**Martin Reyes**

APPROVED BY:   
**Mary Anne Bundalian**