

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Maya
 BRAND : Maya
 PROJECT : Maya Corporate PR Retainer
 CE. NO. : Maya 2025-01
 DATE : 28 March 2025

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888




SERVICE	NET	WTAX	VAT	TOTAL
I Campaign Execution Development (April – December 2025) One (1) execution plan that outlines specific PR tactics and activities to carry out the brand's approved campaign strategy.	119,000.00			119,000.00
II Writing Produce at least six (6) stories per month in the form of press release, news feature, advertorial, and op-eds, among others, per month to support the corporate communication campaign. Maximum of fifty-four (54) editorial write-ups within the contract duration.	688,500.00			688,500.00
III Seeding and monitoring Suggest and execute seeding of press releases, and secure Tier-1 pickups for each release. At least eight (8) stories a month. Maximum of seventy-two (72) within the contract duration. <i>KPI: Minimum of ten (10) exposures per seeded story</i>	1,224,000.00			1,224,000.00
IV Publicity Support/Pitched Interviews Help the brand get additional publicity by securing 2 pitched interviews to local or international publications, or 2 local speaking engagements within the contract duration. <i>Notes: Rates are exclusive of media honorarium fees and other out-of-pocket expenses if applicable.</i>	71,400.00			71,400.00
SUB TOTAL	2,102,900.00	0.00	0.00	2,102,900.00
12% VAT				252,348.00
GRAND TOTAL	2,102,900.00	0.00	0.00	2,355,248.00

TERMS :

Work will not commence without securing the PO and fully signed CE. Cost indicated is inclusive of withholding tax, advancing, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of PHP261,694.22 (vat inc) per month within 30 days upon receipt of its official invoice.

<p>NOTED BY:  Bobby T. Vito Managing Director</p>	<p>NOTED BY:  Mark Josef Dolor Account Director</p>	<p>NOTED BY:  Tere Isla Group Account Director</p>
<p>APPROVED BY: Nick Wilwayco <u><i>Nora Imelda Wilwayco</i></u> <small>Nora Imelda Wilwayco (Apr 3, 2025 18:18 GMT+8)</small> Head of Public Affairs & Communication</p> <p><u><i>Kristoffer Eduard Rada</i></u> <small>Kristoffer Eduard Rada (Apr 10, 2025 13:10 GMT+8)</small></p>		

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Maya
BRAND : Maya
PROJECT: : Maya Shared Services PR Retainer
CE. NO. : Maya 2025-03
DATE : 28 March 2025

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

 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I MEDIA RELATIONS/MEDIA ENGAGEMENT	450,474.46		450,474.46
<ol style="list-style-type: none"> Strategic Media Outreach: Help the brand establish relationship with editors and reporters of media outlets (e.g., global, regional, national media) per month from April to December 2025. The agency's support includes contacting target outlets, overseeing the logistics, developing and executing editorial support (e.g., story pitches), and ensuring positive perception of target audiences. Media Relations Initiative for EJAP and Banking/Finance/ Business Beats Reporters: Craft a continuous media relations/media engagement initiative for the members of the EJAP and Banking/Finance beat reporters. Media Relations for Tech, Lifestyle, Finance media publications & bloggers: Provide media relations plan & possible engagement activities. <p><i>Exclusive of out-of-pocket expenses such as transportation, meals, tokens, gifts, and delivery fees</i></p>			
II ACCOUNTS MANAGEMENT	1,086,300.82		1,086,300.82
<ol style="list-style-type: none"> Provide overall and always-on strategic counsel for overall PR and reputational risk matters. Conduct regular/timely alignment and day-to-day coordination with the Corporate Affairs & Consumer Team. Provide overall activity management and reporting for Consumer, Corporate PR, Media Relations and Media Engagement, and Reputational Risk/Crisis Communication Activities. Proactively identify PR pitch and outreach opportunities. 			

III MEDIA MONITORING

1,951,556.04

1,951,556.04

1. Daily: Monitoring/Tracking Report - accomplish Maya Alert and qualify all media engagements, PR share of voice, online/social share of voice on to PAC Team's monitoring sheet/tracker; report includes those of Maya, identified competitor/s, key industry updates, and potential PR issues (ex. COVID-19). Report will show type of release/coverage, sentiment, no. of pick-ups/mentions
2. Weekly: Summary report including key highlights of the week
3. Monthly PR Report: summary report including key highlights of the week

Brands to be monitored: Maya + 5 competitors (to reduce irrelevant mentions, Facebook, LinkedIn, and YouTube will be excluded in social listening)







SUB TOTAL	3,488,331.32	0.00	3,488,331.32
12% VAT			418,599.76
GRAND TOTAL	3,488,331.32	0.00	3,906,931.08

TERMS :

Work will not commence without securing the PO and fully signed CE. Cost indicated is inclusive of withholding tax, advancing, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of PHP434,103.45 (vat inc) per month within 30 days upon receipt of its official invoice.

NOTED BY:  Bobby T. Vito Managing Director	NOTED BY:  Mark Josef Dolor Account Director	NOTED BY:  Tere Isla Group Account Director
APPROVED BY:  Rhij Sarmas Consumer PR Manager	APPROVED BY: <u></u> <small>Nick Wilwayco (Apr 3, 2025 18:18 GMT+8)</small> Nick Wilwayco Head of Public Affairs & Communication	APPROVED BY:  <small>Roper Torres (Apr 5, 2025 21:10 GMT+8)</small> Roper Torres Chief Marketing Officer

Kristoffer Eduard Rada
 Kristoffer Eduard Rada (Apr 10, 2025 13:10 GMT+8)

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Maya
BRAND : Maya
PROJECT : Maya Consumer PR Retainer
CE. NO. : Maya 2025-02
DATE : 28 March 2025

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

 Tel.: 8856-7888

SERVICE	NET	VAT	COST IN PHP
I Campaign Strategy Craft one (1) consumer PR strategy with proposed executions aligned with overall marketing campaign and utilizes different communication channels	119,000.00		119,000.00
II Seeding and monitoring Suggest and execute seeding of press releases, and secure Tier-1 pickups for each release. At least eight (8) stories a month. Maximum of seventy-two (72) within the contract duration. <i>KPI: Minimum of ten (10) exposures per seeded story</i>	669,375.00		669,375.00
III Publicity Support/Pitched Interviews Help the brand get additional publicity by securing two (2) pitched interviews to local or international publications, or two (2) local speaking engagements within the contract duration. <i>Notes: Rates are exclusive of media honorarium fees and other out-of-pocket expenses if applicable.</i>	71,400.00		71,400.00
SUB TOTAL	859,775.00	0.00	859,775.00
12% VAT			103,173.00
GRAND TOTAL	859,775.00	0.00	962,948.00

TERMS :

Work will not commence without securing the PO and fully signed CE. Cost indicated is inclusive of withholding tax, advancing, and management fees.

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of PHP106,994.22 (vat inc) per month within 30 days upon receipt of its official invoice.

NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Mark Josef Dolor Account Director	NOTED BY: Tere Isla Group Account Director
APPROVED BY: Rhij Saren Consumer PR Manager	APPROVED BY: Pepe Torres Jose Anton Torres (Apr 5, 2025 21:10 GMT+8) Chief Marketing Officer	









Ripple8 Agency CEs

Final Audit Report

2025-04-05

Created:	2025-03-31
By:	Ma. Rhijean Sarenas (rhij.sarenas@maya.ph)
Status:	Signed
Transaction ID:	CBJCHBCAABAA6ITE7VFB8yykWJPDYVsp0uYpfRJB9pdy

"Ripple8 Agency CEs" History

-  Document created by Ma. Rhijean Sarenas (rhij.sarenas@maya.ph)
2025-03-31 - 5:25:47 AM GMT
-  Document emailed to Nora Imelda Wilwayco (nick.wilwayco@maya.ph) for signature
2025-03-31 - 5:27:13 AM GMT
-  Document emailed to Jose Anton Torres (jose.torres@maya.ph) for signature
2025-03-31 - 5:27:13 AM GMT
-  Email viewed by Nora Imelda Wilwayco (nick.wilwayco@maya.ph)
2025-04-03 - 10:17:47 AM GMT
-  Document e-signed by Nora Imelda Wilwayco (nick.wilwayco@maya.ph)
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-  Agreement completed.
2025-04-05 - 1:10:43 PM GMT







R8 - Agency CEs

Final Audit Report

2025-04-10

Created:	2025-04-07
By:	Ma. Rhijean Sarenas (rhij.sarenas@maya.ph)
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-  Email viewed by Kristoffer Eduard Rada (kristoffer.rada@maya.ph)
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-  Agreement completed.
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