

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Wellesta Buergli Pharma Inc.
 BRAND : SKIIP
 PROJECT: : SKIIP - Balance Year 2025
 CE. NO. : Wellesta Buergli Pharma Inc. -SKIIP-2025-0001
 DATE : 15 December 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	LAUNCH CAMPAIGN STRATEGY Inclusive of role of channels & competitive review	100,000.00	12,000.00	112,000.00
II	BRAND PLAYBOOK (PH use only) Including brand conviction, identity, architecture, personality, and tonality One-time fee	250,000.00	30,000.00	280,000.00
III	KEY VISUAL (PH use only) Inclusive of 1x layered file	50,000.00	6,000.00	56,000.00
IV	SOCIAL MEDIA PLATFORM SETUP Platforms: Meta (Facebook and Instagram), TikTok, and YouTube	50,000.00	6,000.00	56,000.00
V	POINT OF SALE MATERIALS Plain/generic product container	50,000.00	6,000.00	56,000.00
VI	INFLUENCER RESEARCH, RECOMMENDATION, AND COORDINATION Exclusive of talent fees	20,000.00	2,400.00	22,400.00
VII	ASC APPLICATION FOR MAIN KEY VISUAL Inclusive of special screening and clearing and processing fee	23,400.00	2,808.00	26,208.00
VIII	FA FOR KEY VISUAL Including FA hours, and layered file of KV version submitted to ASC 8 hours @ 4,500 PHP per hour Net	61,000.00	7,320.00	68,320.00
IX	PROJECT MANAGEMENT FEES	120,880.00	14,505.60	135,385.60
	SUB TOTAL	725,280.00	87,033.60	812,313.60
	GRAND TOTAL	725,280.00	87,033.60	812,313.60

TERMS :

Cancellation Fees Applies to a project on-hold for three (3) months which shall be considered cancelled. A. Project has started with conceptualization & visualization but has been put on hold after (50% of concept/design fees) B. Project has reached approval of concept & visualization but has been put on hold after (100% of the concept/design fees) C. Project has been approved and proceeded with further development and production (100% of the concept/design fees including manhours for production charges, and any other incurred fees) Rush Fees Applies to the work done on deadlines that do not conform to standard lead times (30% surcharge) 100% payment upon approval of CENote: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

SUBMITTED BY:  Jose Rizalino II Roxas Senior Account Manager		VERIFIED BY:  Reginne Cabanban Managing Partner	
APPROVED BY:  RJ A. Tangan Business Unit Head - DTC	APPROVED BY:  Valerie Tan Regional Sales & Marketing Head - DTC	APPROVED BY: Holger Kunze Director	APPROVED BY:  Milan Paleja Chairman & Managing Director

