

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
 BRAND : Bro
 PROJECT : PLDT Home Famload x EAT TVC 30s/15s/6s
 CE. NO. : SMART-SMART COMMUNICATIONS-2023-0040rev1
 DATE : 29 September 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

	SERVICE	NET	VAT	COST IN PHP
I	BASIC PRODUCTION COST One (1) day studio shoot with 8 set-ups - sarisari store facade, sarisari store interior, street set-up, 5 different living rooms	4,403,901.00	528,468.12	4,932,369.12
II	SOUNDTRACK - Re-arrangement of Isasayaw Ko - Studio hours for editing & mixing	450,002.00	54,000.24	504,002.24
III	HAIR & MAKE-UP ARTIST	535,294.12	64,235.29	599,529.41
IV	STYLIST	494,117.65	59,294.12	553,411.77
V	ROYALTY FEES OF SONG "AWITIN MO ISASAYAW KO"	900,009.00	108,001.08	1,008,010.08
VI	RIGHT TO CHANGE LYRICS	770,002.00	92,400.24	862,402.24
VII	ACCOUNT MANAGEMENT & CLIENT SERVICING FEE On items number I, II, III, IV, V, VI	1,132,998.87	135,959.86	1,268,958.73
	SUB TOTAL	8,686,324.64	1,042,358.96	9,728,683.59
	GRAND TOTAL	8,686,324.64	1,042,358.96	9,728,683.59

TERMS :

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: Miguel Sevilla Account Director		PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director					
APPROVED BY: Miguel Ruffy		APPROVED BY: Ana May Joveninos		APPROVED BY: Adrian Azana	
APPROVED BY: John Yanez					