

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : SMART COMMUNICATIONS, INC.  
**BRAND** : Smart  
**PROJECT** : Smart Prepaid 5G Device Migration  
**WBS** : 24SCM0270002 - 600k  
**CE. NO.** : SMART-SMART COMMUNICATIONS-2024-0009  
**DATE** : 02 April 2024

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

| SERVICE  | NET        | VAT  | TOTAL      |
|--|------------|------|------------|
| I<br><b>CREATIVE DEVELOPMENT</b><br>(18) Static & Animated Ad Materials with (2) cascades each | 600,000.00 |      | 600,000.00 |
| <b>SUB TOTAL</b>   | 600,000.00 | 0.00 | 600,000.00 |
| <b>12% VAT</b>   |            |      | 72,000.00  |
| <b>GRAND TOTAL</b>   | 600,000.00 | 0.00 | 672,000.00 |

**TERMS :**

NOTE: 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: <i>Maxine K. Cruz</i><br><b>Maxine K. Cruz</b><br>Senior Account Manager | PREPARED BY: <i>Maxine K. Cruz</i><br><b>Maxine K. Cruz</b><br>Senior Account Manager      | VERIFIED BY: <i>Lalyn Morete</i><br><b>Lalyn Morete</b><br>Senior Finance Analyst |
| NOTED BY: <i>Diane Chua</i><br><b>Diane Chua</b><br>Managing Director                  | NOTED BY: <i>Jennifer B. Wieneke</i><br><b>Jennifer B. Wieneke</b><br>Telco Head/PLDT Head |   |
| APPROVED BY: <i>Christine C. Liwag</i><br><b>Christine C. Liwag</b>                    | APPROVED BY:<br><b>Regine O. Umagat</b>  | APPROVED BY:<br><b>Franchette S. Ayson</b>  |