




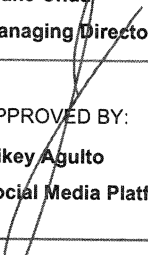
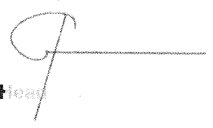
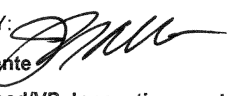
PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
BRAND : Smart/TNT
PROJECT: : Smart/TNT TikTok - Employee Engagement
CE. NO. : SMART-SMART COMMUNICATIONS-2024-0018rev2
DATE : 25 September 2024

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 |
|---|---------------------|-------------------|---------------------|
| TIKTOK MANAGEMENT - SMART (24 videos) Content production, talent management, account management, and community management Includes: - Creating 24 videos over 3 months - Supervision of shoots with Smart talents - Posting of videos on the Smart TikTok page - Managing of content calendar for created videos | 1,500,000.00 | 180,000.00 | 1,680,000.00 |
| TIKTOK MANAGEMENT - TNT (24 videos) Content production, talent management, account management, and community management Includes: - Creating 24 videos over 3 months - Supervision of shoots with TNT talents - Posting of videos on the TNT TikTok page - Managing of content calendar for created videos | | | |
| MEDIA BUDGET (Php 212,600) Budget for boosting. Php 35,433 per month, Php 17,716 per brand per month. | | | |
| PRIZE BUDGET (Php 82,800) Budget for prizes. Php 12,000 per month, Php 6,000 per brand per month. Inclusive of 15% advancing fee for prize purchasing | | | |
| TOKEN BUDGET (Php 4,600) Budget for employee tokens. Php 4,000 per total, Php 2,000 per brand. Inclusive of 15% advancing fee for prize purchasing | | | |
| SUB TOTAL | 1,500,000.00 | 180,000.00 | 1,680,000.00 |
| GRAND TOTAL | 1,500,000.00 | 180,000.00 | 1,680,000.00 |

| | | |
|---|---|---|
| SUBMITTED BY:  Miguel Sevilla Account Director | | |
| NOTED BY:  Diane Chua Managing Director | NOTED BY:  Jennifer B. Wieneke Head of Business | |
| APPROVED BY:  Mikey Agulto Social Media Platforms Manager | APPROVED BY:  Tob Castaneda Growth Marketing Head | APPROVED BY:  Jerome Almirante Department Head/VP, Innovations and Digital Services |