

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : SMART COMMUNICATIONS, INC.  
**BRAND** : PLDT Enterprise  
**PROJECT** : 2025 ROI'd to Success Season 2  
**CE. NO.** : SMART PR OOS-2025-02  
**DATE** : 07 April 2025

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





SERVICE	NET	VAT	TOTAL
<b>I Hustle Share per 30 episodes</b>  End to end coordination with Hustle share agreed deliverables to client based on efforts related to the episode production •Pre-roll 30 second ad (audio and video) for full episodes and quickies •Mid-roll 2 min. ad (audio and video) for full episodes •Dynamically played on Hustleshare catalog (old and new episodes) for a certain period of time. •Inclusion of QR code and/or link to pre-roll and mid-roll ads •Inclusion of banner in shownotes on Hustleshare.com •Cover Art Logo Inclusion •Episode Art Logo Inclusion •Brand tagging on episode posts on social media •Brand mention on episode intro of full episodes and quickies •OUTPUT: 30 episode podcast 3 1-minute Videograms/Clips for PLDT Enterprise's social media posts per episode	492,470.59		492,470.59
<b>SUB TOTAL</b>	<b>492,470.59</b>	<b>0.00</b>	<b>492,470.59</b>
<b>12% VAT</b>			<b>59,096.47</b>
<b>GRAND TOTAL</b>	<b>492,470.59</b>	<b>0.00</b>	<b>551,567.06</b>

**TERMS :**

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

**COMMITMENT TO PAY**

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE, totaling the amount of Php 551,567.06 (vat inclusive) within 30 days upon receipt of its official invoice

SUBMITTED BY:  <b>Jam Sison</b> Account Manager	PREPARED BY:  <b>Jam Sison</b> Account Manager
NOTED BY:  <b>Bobby T. Vito</b> Managing Director	NOTED BY:  <b>Mark Josef Dolor</b> Account Director

APPROVED BY:

**Vanessa Marielle T. Baltao**

**Division Head, Enterprise Marketing Communications**



APPROVED BY:

**Rachel Ann D. Tablante**

**Center Head, Enterprise Marketing Communications**

