

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.
 BRAND : SM Supermalls
 PROJECT: : SM Supermalls 3-Year Comms Strat
 CE. NO. : SM PRIME-2024-0003
 DATE : 08 May 2024

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

SERVICE	NET	WTAX	VAT	COST IN PHP
I DISCOVER	970,000.00		116,400.00	1,086,400.00
- Briefing/Direction Setting				
- Review & analysis of client's data and research				
- Planning & supervision of qualitative study on Gen Z				
II DEFINE				
- Analysis of qualitative study findings				
- Preparation of strategic routes & directions				
- Planning of workshop among stakeholders				
- Lead the workshop & define the key route for strategy & programs				
III DESIGN				
- Crafting of the final brand strategic statement & initial programs				
SUB TOTAL	970,000.00	0.00	116,400.00	1,086,400.00
GRAND TOTAL	970,000.00	0.00	116,400.00	1,086,400.00

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.

Additional Note:

- 50% down payment upon signing of the CE
- 25% payment upon completion of the workshop
- 25% payment upon submission and approval of the final communication strategy

SUBMITTED BY: Jennifer B. Wieneke Head of Business	PREPARED BY: Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director		

<p>APPROVED BY:  Arvin SAVP, Marketing</p>	<p>APPROVED BY: Joaquin L. San Agustin EVP, Marketing</p>
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