

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SM PRIME HOLDINGS, INC.  
 BRAND : SM Supermalls  
 PROJECT: : SM Supermalls: Project JOY - Christmas Image Bank Shoot  
 CE. NO. : SM PRIME-2024-0005rev2  
 DATE : 30 July 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
<b>1 IMAGE BANK LIBRARY PHOTOSHOOT</b> <b>(CHRISTMAS COUNTDOWN 2024)</b> One-day studio photoshoot with Endorser (JMC) with turnover of library photos (Inclusive of Pre-production Meetings and Ocular, fees for Photographer, Production Staff, and Production Designer, studio rental, transportation expenses i.e. vehicle rental, gas, toll, and parking; food and catering, insurance, miscellaneous and telecommunication expenses)	227,404.44	27,288.53	254,692.97
<b>SUB TOTAL</b>	<b>227,404.44</b>	<b>27,288.53</b>	<b>254,692.97</b>
<b>GRAND TOTAL</b>	<b>227,404.44</b>	<b>27,288.53</b>	<b>254,692.97</b>

**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 lasts more than forty-five (45) days after the due date.

SUBMITTED BY: <i>Paola Soriano</i> Paola Soriano Account Director	PREPARED BY: <i>Paola Soriano</i> Paola Soriano Account Director	VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director	NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business	
APPROVED BY: <i>Leah Anne Marie G. David</i> Leah Anne Marie G. David Assistant Vice President, Visual Display and Design	APPROVED BY: <i>Arvin C. Ang</i> Arvin C. Ang Senior Assistant Vice President, Marketing Administration	APPROVED BY: <i>Joquin L. San Agustin</i> Joaquin L. San Agustin Senior Vice President, Marketing