

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : PLDT HOME  
 PROJECT: : Proj Pizza 2.0 KV - Cignal Revision  
 CE. NO. : PLDT-HOME-2025-0030  
 DATE : 07 August 2025

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

	SERVICE	NET	WTAX	ASF	AdvF	VAT	COST IN PHP
I	<b>KV REVISION</b> Main KV and Cignal pull out	47,000.00		0.00	0.00	5,640.00	52,640.00
II	<b>LAYERED FILE</b>	25,000.00		0.00	0.00	3,000.00	28,000.00
III	<b>ASC APPLICATION</b> -Application S1 - S2	26,408.00		0.00	5,915.39	3,168.96	35,492.35
IV	<b>ACCOUNT MANAGEMENT and CLIENT SERVICING FEE</b> On items number I, II, III	19,681.60				2,361.79	22,043.39
	<b>SUB TOTAL</b>	118,089.60	0.00	0.00	5,915.39	14,170.75	138,175.74
	<b>GRAND TOTAL</b>	118,089.60	0.00	0.00	5,915.39	14,170.75	138,175.74

## SUPPLIER COST BREAKDOWN

		Payment Terms				
Vendor	Vendor Code	DUE	%	Net Amount	VAT	Gross Amount
			0	0	0	
<b>TOTAL</b>			<b>0%</b>	<b>0</b>	<b>0</b>	<b>0</b>

SUBMITTED BY: Angelo Gorriceta Project Manager		PREPARED BY: Angelo Gorriceta Project Manager		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director			NOTED BY: Jennifer B. Wieneke Head of Business		
APPROVED BY: Linette Garcia-Perez Senior Manager, BEM Home Marketing		APPROVED BY: Ma. Zelinda P. Borromeo Head Home Marketing & Logistics		APPROVED BY: Anna May Lovellanos Brand Equity Head, BEM Marcoms	