

**PUBLIC RELATIONS
SERVICES COST ESTIMATE**



Ripple8, Inc.
16/F Two World Square
McKinley Hill, The Fort
Taguig City, Philippines
Tel.: 8856-7888
Fax: 8856-9316

CLIENT: **Smart Communications, Inc.**

BRAND: **PLDT Enterprise**

PROJECT: **PR Report for 12 Months**

C.E. NO.: SMART PR OOS-2025-06

FYA NO.:

DATE:	26	MARCH	2025
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MEDIA REPORT (APRIL 2025 - MAY 2026)

	NET	VAT	TOTAL
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REPORTING AND ANALYSIS

I. Media Monitoring Reporting

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|----|---|-------------|------------|-------------|
| I. | - Development of monthly publicity report which includes, but not limited to, brand performance, SOV, publication analysis and competitor analysis. | ₱699,680.90 | ₱83,961.71 | ₱783,642.61 |
| | - Development of bi-annual report and analysis | | | |
| | - Development of year-end report and analysis | | | |
| | - Inclusive of manual scanning and filtering of data | | | |

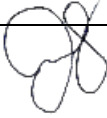


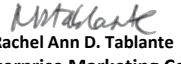
TOTAL	699,680.90	83,961.71	783,642.61
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NOTES

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

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of **PHP65,303.55 (vat inc)** per month within 30 days upon receipt of its official invoice.

 PREPARED BY: Mark Dolor Account Director	APPROVED BY:  Bobby Vito Managing Director	APPROVED BY:  Vanessa Marielle T. Baltao Division Head, Enterprise Marketing Communications
		APPROVED BY:  Rachel Ann D. Tablante Center Head, Enterprise Marketing Communications