

PRODUCTION & CREATIVE SERVICES COST ESTIMATE







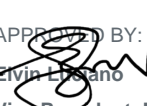

CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
 BRAND : Toyota
 PROJECT: : Toyota Tamaraw Sustaining Creative Fees
 CE. NO. : TOYOTA-2025-0008
 DATE : 21 January 2025

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
I	SUSTAINING SOCIAL POSTERS - Creation of 19x sustaining social posters for Facebook - Manhours: 89 hours @ Php 3,500 net	311,500.00		311,500.00
II	TOYOTA ALBAY OOH - Cascade of Launch KV to Toyota Albay OOH material. Inclusive of FA. - Manhours: 17 hours @ Php 3,500 net	59,500.00		59,500.00
III	CNY VIDEO - Conceptualizing, storyboarding, and shoot supervision for Chinese New Year video - Manhours: 23 hours @ Php 3,500 net	80,500.00		80,500.00
IV	WALL CALENDAR - Design of 1 page wall calendar. Inclusive of FA. - Manhours: 20 hours @ Php 3,500 net	70,000.00		70,000.00
V	DOOR DECAL - Design of test drive door decal - Manhours: 7 hours @ Php 3,500 net	24,500.00		24,500.00
VI	DEALER CUBE - Design of 3x cubes for dealer use. Inclusive of FA. - Manhours: 16 hours @ Php 3,500 net	56,000.00		56,000.00
VII	DEALER TEMPLATES - Design of poster templates for dealer use. - Manhours: 16 hours @ Php 3,500 net	56,000.00		56,000.00
VIII	LAYERED FILES - Turnover of 6x Dealer Template layered files	30,000.00		30,000.00
IX	PEOPLE ASIA 1000 PRINT AD - Cascade of Refresh KV to People Asia 1000 print ad - Manhours: 13 hours @ Php 3,500 net	45,500.00		45,500.00
X	BANNER ADS - Cascade of Launch KV and Refresh KV to 7x banner ads each - Manhours: 12 hours @ Php 3,500 net	42,000.00		42,000.00

XI	CAROUSEL CASCADE	42,000.00		42,000.00
	- Cascade of 2x social posters to print materials. Inclusive of FA. - Manhours: 12 hours @ Php 3,500 net			
XII	SM MEGAMALL ROADSHOW POSTER	21,000.00		21,000.00
	- Creation of 1x social poster for SM Megamall Roadshow - Manhours: 6 hours @ Php 3,500 net			
	SUB TOTAL	838,500.00	0.00	838,500.00
	11.675% ASF			97,894.88
	12% VAT			112,367.39
	GRAND TOTAL	838,500.00	0.00	1,048,762.26

TERMS : Check Releasing Bank: Metrobank Check Releasing Schedules: every 1st and 15th of the month Payment Terms: 90 days

SUBMITTED BY:  Miguel Sevilla Account Director			
NOTED BY:  Reginne Cabanban Managing Partner			
APPROVED BY:  Juan Carlos C. Gaon Group Head, Brand Management Section	APPROVED BY:  Andrew Ryan M. Ty Assistant Vice President, Marketing Services Department	APPROVED BY:  Elvin L. Osano Vice President, Marketing Services Department	APPROVED BY:  Elijan Marcia Vice President, Vehicle Sales Operations