

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE







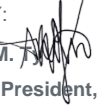

**CLIENT** : TOYOTA MOTOR PHILIPPINES CORPORATION  
**BRAND** : Toyota  
**PROJECT** : Toyota Choice Launch KV and Cascades  
**CE. NO.** : TOYOTA-2025-0045rev2  
**DATE** : 26 June 2025

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	<b>LOGO DESIGN</b> Creation of 1x Toyota Choice logo and 4x pillar logos Manhours: 42 hours @ Php 3,500 Net	147,000.00		147,000.00
II	<b>MAIN KV CREATION</b> Creation of Main KV. Inclusive of digital FA. Manhours: 10 hours @ Php 3,500 Net	35,000.00		35,000.00
III	<b>PILLAR KV CREATION</b> Creation of 4x Pillar KVs. Inclusive of digital FA. Manhours: 43 hours @ Php 3,500 Net	150,500.00		150,500.00
IV	<b>MAIN KV CASCADES V1</b> Cascade of Main KV to v1 banners and website tiles. Manhours: 8 hours @ Php 3,500 Net	28,000.00		28,000.00
V	<b>MAIN KV CASCADES V2</b> Cascade of Main KV to v2 banners. Manhours: 15 hours @ Php 3,500 Net	52,500.00		52,500.00
VI	<b>WEBPAGE COPY</b> Writing of copy for Toyota Choice webpage Manhours: 4 hours @ Php 3,500 Net	14,000.00		14,000.00
VII	<b>STOCK PHOTOS</b> Licensing of stock photos for digital use. - Total of 3 stock photo images - Cost per image @ USD 65 - Forex: USD 1 = PHP 61.69 (BSP rate as of June 26, 2025)	12,029.55		12,029.55
VIII	<b>LAYERED FILES</b> Turnover of 7x layered files.	35,000.00		35,000.00

<b>IX</b>	<b>ASC APPLICATION</b>	48,960.00		<b>48,960.00</b>
	Inclusive of:			
	- 1x Special Screening (Php 30,800)			
	- Advancing Fee (Php 6,160)			
	- Processing Fee (Php 5,000)			
	- Certification letter writing (Php 7,000 for 2 manhours)			
	<b>SUB TOTAL</b>	<b>522,989.55</b>	<b>0.00</b>	<b>522,989.55</b>
	<b>11.675% ASF</b>			<b>61,059.03</b>
	<b>12% VAT</b>			<b>70,085.83</b>
	<b>GRAND TOTAL</b>	<b>522,989.55</b>	<b>0.00</b>	<b>654,134.41</b>

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

SUBMITTED BY:  <b>Miguel Sevilla</b> Account Director				
NOTED BY:  <b>Reginne Cabanban</b> Managing Partner				
APPROVED BY:  <b>Monique Galza</b> Group Head	APPROVED BY:  <b>Michelle De Guzman</b> Brand Management	APPROVED BY:  <b>Andrew Ryan M. [unclear]</b> Assistant Vice President, Marketing Services Department	APPROVED BY: <b>Elvin Luciano</b> Vice President, Marketing Services Department	APPROVED BY:  <b>Elijan-Marcial</b> First Vice President, VSO