

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : TOYOTA MOTOR PHILIPPINES CORPORATION
BRAND : Toyota Choice
PROJECT : Toyota Choice x Ben&Ben - KV Creation
CE. NO. : TOYOTA-2026-0035
DATE : 24 April 2026

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	MAIN KV Creation of Main KV. Excludes image FA. Manhours: 10 hours @ Php 3,500 net	35,000.00	4,200.00	39,200.00
II	EXPERT INNOVATIONS Creation of Expert Innovations KV. Excludes image FA. Manhours: 10 hours @ Php 3,500 net	35,000.00	4,200.00	39,200.00
III	GENUINE CUSTOMER SUPPORT Creation of Genuine Customer Support KV. Excludes image FA. Manhours: 8 hours @ Php 3,500 net	28,000.00	3,360.00	31,360.00
IV	ONE-STOP SHOP Creation of One-Stop Shop KV. Excludes image FA. Manhours: 10 hours @ Php 3,500 net	35,000.00	4,200.00	39,200.00
V	YOUR TRUSTED BRAND Creation of Your Trusted Brand KV. Excludes image FA. Manhours: 8 hours @ Php 3,500 net	28,000.00	3,360.00	31,360.00
	SUB TOTAL	161,000.00	19,320.00	180,320.00
	11.675% ASF			21,052.36
	GRAND TOTAL	161,000.00	19,320.00	201,372.36

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: Marianna Gabrielle C. Racho Brand Management Associate	APPROVED BY: Juan Carlos C. Gaon Supervisor, Brand and Management Section	APPROVED BY: Jade Bison-Mendoza Assistant Vice President, Marketing Services Department