

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : PLDT HOME FB AO Mother's Day Posts
 CE. NO. : PLDT-HOME-2023-0021
 DATE : 11 May 2023

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

SERVICE	NET	ASF	VAT	TOTAL
I DURATION: MAY 2023 CREATIVE DEVELOPMENT I. ANIMATED POSTS - Creation of 3 animated post materials for MD campaign.	135,000.00	0.00		135,000.00
II II. STATIC POSTS - Creation of 2 Static posts for MD Campaign.	28,000.00	0.00		28,000.00
SUB TOTAL	163,000.00	0.00	0.00	163,000.00
20% ASF				32,600.00
12% VAT				23,472.00
GRAND TOTAL	163,000.00	0.00	0.00	219,072.00

SUBMITTED BY: JV Madrid Business Unit Director		PREPARED BY: JV Madrid Business Unit Director		VERIFIED BY: Lalyn Morete Senior Finance Analyst	
NOTED BY: Diane Chua Managing Director					
APPROVED BY: Ma. Abigail En Digital Marketing Manager		APPROVED BY: Ana May Jyvellanos Head, Home Brand Equity Management		APPROVED BY: Ma. Zelinda Borromeo Head, Home Marketing Admin & Logistics	
APPROVED BY: John Yanez First Vice President - Home 25 Marketing					