

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : PLDT HOME / EDM FOR EDAMAMA USERS
 CE. NO. : PLDT-HOME-2023-0020
 DATE : 10 May 2023

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

SERVICE	NET	WTAX	ASF	AdvF	VAT	TOTAL
EDAMAMA - SUPPLIER PAYMENT	250,000.00		0.00	37,500.00		287,500.00
SUB TOTAL	250,000.00	0.00	0.00	37,500.00	0.00	287,500.00
15% ASF						43,125.00
12% VAT						39,675.00
GRAND TOTAL	250,000.00	0.00	0.00	37,500.00	0.00	370,300.00

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	NOTED BY: Reg Cabanban Managing Partner	
APPROVED BY: Haylene Castrodos Retail Online - Sr. Product Acquisition	APPROVED BY: Arturo Carandang Jr. Retail Online NKAP Acquisition Marketing Head	APPROVED BY: Regina Pineda AVP and Head – Acquisition Marketing



QUOTE

Tribal DDB, INC (PLDT Home)

Date
15 May 2023

Expiry
22 May 2023

Quote Number
QU-0004

MotherNurture Inc
760347410000

MotherNurture Inc.
Unit 806, Fedman Suite
Building, 199 Salcedo
Street, Legaspi Village
MAKATI CITY NCR 1229
PHILIPPINES

PLDT Home: Dedicated EDM Blast

Description	Quantity	Unit Price	Tax	Amount PHP
Dedicated Newsletter Blast	1.00	250,000.00	12%	250,000.00
Single Blast to edamama e-mailer Subscribers				
KV Creation & Copywriting				
2 Revision Count				

Approved By:

Haylene Grace Castrodes
PLDT - Sr. Acquisition Marketing

Arturo Capandang Jr.
PLDT - Head, Online Acquisition Marketing

Subtotal 250,000.00

TOTAL VAT 12% 30,000.00

TOTAL PHP 280,000.00

Terms

Notes:
- Assets c/o brand.

Terms of Payment:
100% down payment upon project commencement, to be settled 30 days upon invoicing