

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT : PLDT HOME ACQUI CAMPAIGN W/ SMAC
 CE. NO. : PLDT-HOME-2023-0025
 DATE : 24 May 2023

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

SERVICE	NET	ASF	AdvF	VAT	TOTAL
DURATION: MAY 2023	300,000.00	0.00	45,000.00		345,000.00
SUPPLIER PAYMENT					
- Payment for Supplier (SMAC)					
SUB TOTAL	300,000.00	0.00	45,000.00	0.00	345,000.00
15% ASF					51,750.00
12% VAT					47,610.00
GRAND TOTAL	300,000.00	0.00	45,000.00	0.00	444,360.00

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: Janica Fernandez Sr. Product Specialist, Home Acquisition Marketin	APPROVED BY: Arturo Carandang Head, Retail, Online & NKAP, Home Acquisition Marketing	APPROVED BY: Regina Meda Head, Home Acquisition Marketing	APPROVED BY: Ma. Zelinda Borromeo Head, Home Marketing Admin & Logistics