

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : SMART COMMUNICATIONS, INC.
 BRAND : Bro
 PROJECT : Smart Bro Home WiFi LTE Advanced 995
 CE. NO. : SMART-SMART COMMUNICATIONS-2024-0017
 DATE : 15 May 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel. 8856-7888

SERVICE	NET	VAT	TOTAL
I CREATIVE DEVELOPMENT	214,000.00	25,680.00	239,680.00
(2) E-commerce thumbnails for Smart Online Store and Shopee / Lazada - Php 28,000			
(1) SIM Reg box sticker - Php 14,000			
(1) Key visual - Php 57,000			
(3) Layered files for E-commerce thumbnails (OLS/Shopee/Lazada) and key visual - Php 75,000			
(4) Stock photos in key visual - background, light burst & talents - Php 40,000			
II ASC APPLICATION	40,420.00	4,850.40	45,270.40
(1) ASC application - Special screening and clearing - Php 30,800			
Advancing fee - Php 4,620			
Management and processing of ASC application - Php 5,000			
III ACCOUNT MANAGEMENT & CLIENT SERVICING FEE	50,884.00	6,106.08	56,990.08
On items number I, II			
SUB TOTAL	305,304.00	36,636.48	341,940.48
GRAND TOTAL	305,304.00	36,636.48	341,940.48

SUBMITTED BY: <i>maxine</i> Maxine K. Cruz Senior Account Manager		PREPARED BY: <i>Claire Lumayad</i> Claire Lumayad Exec. Assistant / CE Traffic Manager		VERIFIED BY: <i>Lalyn Morete</i> Lalyn Morete Senior Finance Analyst	
NOTED BY: <i>Diane Chua</i> Diane Chua Managing Director			NOTED BY: <i>Jennifer B. Wieneke</i> Jennifer B. Wieneke Head of Business		
APPROVED BY: <i>Eason G. de Guzman</i> Eason G. de Guzman Brand Equity Manager for Prepaid Home WiFi	APPROVED BY: <i>Ana May C. Uvellianos</i> Ana May C. Uvellianos Head of Brand Equity	APPROVED BY: <i>Adrian R. Azana</i> Adrian R. Azana Prepaid Home WiFi Product Manager	APPROVED BY: <i>Regina P. Pineda</i> Regina P. Pineda VP Marketing Comm & Services and Fixed Wireless Acquis. Mktg	APPROVED BY: <i>Marzel V. Borromeo</i> Marzel V. Borromeo Home A&P Management	