

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : Smart Home / Digital Innovations
 PROJECT : PLDT Next Upgrade EDM: Out of Stock (OOS)
 CE. NO. : PLDT-CORP-2024-0002
 DATE : 12 February 2024

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

SERVICE	NET	WTAX	ASF	VAT	COST IN PHP
I CREATIVE DEVELOPMENT - ELECTRONIC DIRECT MAILER (EDM)	72,000.00		0.00	8,640.00	80,640.00
- One (1) EDM - Three (3) - Four (4) images, up to 1/2 - page-length copy - Design and copy					
II ASF On items number I	14,400.00			1,728.00	16,128.00
SUB TOTAL	86,400.00	0.00	0.00	10,368.00	96,768.00
GRAND TOTAL	86,400.00	0.00	0.00	10,368.00	96,768.00

TERMS :

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

ATTENTION :

SUBMITTED BY: <i>Paola Soriano</i> Paola Soriano Account Director	PREPARED BY: <i>C. 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		
APPROVED BY: <i>Eric Chris Miranda</i> Eric Chris Miranda Head of Digital Services	APPROVED BY: <i>Linette Garcia Perez</i> Linette Garcia Perez Senior Manager, Marketing Communications	APPROVED BY: <i>Janice Lagaso</i> Janice Lagaso AVP, Marketing Communications