

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : EPLDT INC.
 BRAND : ePLDT
 PROJECT: : ePLDT 3 MONTH STRATEGIC BRAND MANAGEMENT
 CE. NO. : EPLDT-2023-0011
 DATE : 20 September 2023

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

	SERVICE	NET	VAT	COST IN PHP
I	PR SEEDING, MONITORING & MEDIA RELATIONS - Seeding and monitoring of two (2) PR materials for each month. - Cost does not include WRITING of press release. - Overall coordination with media contacts and continuous strengthening of good relationships with media figures - Client servicing (handling of day-to-day requirements and including submission of weekly and monthly publicity reports)	377,529.76		377,529.76
II	ASF (10%) On items number I	37,752.98	0.00	37,752.98
	SUB TOTAL	415,282.74	0.00	415,282.74
	12% VAT			49,833.93
	GRAND TOTAL	415,282.74	0.00	465,116.66

TERMS :

Commitment to Pay

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling the amount of Php422,833.33 (vat inclusive) for three months. Ripple8 will be paid each month amounting to Php140,944.40 (vat inclusive) within 30 days upon receipt of its invoice.

SUBMITTED BY: <i>Ctlumaypd</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>Ctlumaypd</i> Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua <i>Diane Chua</i> Managing Director		
APPROVED BY: NINA POSADAS VICE-PRESIDENT & HEAD - MARKETING AND CORPORATE COMMUNICATIONS		<i>Nina Posadas</i> 9/22/2023