

RETAINER FEE COST ESTIMATE



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

CLIENT: EASTWEST BANK

BRAND: EASTWEST BANK

PROJECT: EWB MONTHLY RETAINER FEE

C.E. NO.:	BMCC-PR-2025-04		
DATE:	30	January	2025

Retainer Fee for February 2025 (one-month extension of 2024 retainer only)

	NET	VAT	TOTAL
PR CONSULTANCY FEE			
<i>February 2025</i>	220,000.00	26,400.00	246,400.00
<i>Inclusions:</i>			
<ul style="list-style-type: none">• Strategy Setting and PR Plan Development• PR Counseling and Issues Management• Publicity & Editorial Services (minimum 2, maximum 4)• Media Monitoring• Media Relations• Management and Supervision of PR Campaign Requirements• Account Management• Assistance in Evaluating Sponsorship/Advertorial Proposals			
<i>Note: Media events (inviting/management) are excluded from this extension scope.</i>			
TOTAL	220,000.00	26,400.00	246,400.00
<i>To be billed on a monthly basis.</i>			

PREPARED BY: JED BALATBAT ACCOUNT DIRECTOR	NOTED BY: BOBBY VITO MANAGING DIRECTOR	APPROVED BY: Reyes Norman Martin SVP & Head of Marketing and Cash Management Division APPROVED BY:
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