



Securities and Exchange Commission

PURCHASE ORDER

SECURITIES AND EXCHANGE COMMISSION

SEC Headquarters, Makati Ave., Solceto Village, Bel-Air, Makati City

Telephone No. 8818-5330

Supplier: GMA NETWORK INC.
 Address: Edsa cor. Timog Ave., Diliman, Quezon City
 Tel No. _____

P.O. No.: 2022-01-072
 Date: November 9, 2022
 Mode of Procurement: SSAWETMS

Gentlemen:
 Please furnish this office the following articles subject to the terms and conditions contained herein:

Place of Delivery: SEC
 Date of Delivery: _____

Delivery Term: _____
 Payment term: 30 CD

| Item No./ Stock No. | Unit | DESCRIPTION | Qty | Unit Cost | Amount |
|---------------------|------|--|-----|------------|------------|
| | lot | Online Advertisements As per attached supporting documents: a. BAC Resolution No. 2022-156a b. Signed Notice of Award dated 9 November 2022 Forming part of this PO are the Schedule of Requirements Technical Specifications, Terms and Conditions, the bid and Notice of Award issued | 1 | 600,000.00 | 600,000.00 |

(Amount in Words) Six Hundred Thousand Pesos P 600,000.00

In case of failure to make full delivery within the time specified above, a penalty of one-tenth (1/10) of (1%) one percent of the total value of these ORDER for each day of delay shall be imposed.

Very truly yours,

Conforms: (This also serve as your Notice to Proceed)

[Signature]

 (Signature over printed name)
Nov 16, 2022

 Date

[Signature]

 EDHONA C. TANTUAN
 Chief Counsel, OCS

Funds Cluster: OF4
 Funds Available:

[Signature]

 DONDIE Q. SQUERRA
 Director, FMD

ORS/BURS No.: 02-306418-2022-11-002866
 Date of the ORS/BURS: NOVEMBER 10, 2022
 Amount: P 600,000.00



ADVERTISER
AGENCY
CONTACT PERSON
DESIGNATION

BRAND Securities and Exchange Commission
CAMPAIGN
QUOTATION DATE October 28, 2022
REFERENCE T.O. #

SALE T.O. #
DATE:
FOR BILLING:
YES NO

PR Advertising

| LOCATION | DEMOGRAPHIC | CONTENT | Current Development | DESCRIPTION | FLIGHT DATES | ACTUAL COST |
|------------------------------------|-------------|---|---------------------|---|--------------|-------------|
| Internet Sector: GMA News Drive | PH IP | Marketing Promotion and Discovery | Social Promotion | One (1) PR Article One (1) PR Article on the client <i>No Publications</i> 1x promotion of feature on Shared Tab Facebook & Twitter page | 1 month | 150,000.00 |

Social Advertising

| LOCATION | DEMOGRAPHIC | CONTENT | Current Development | DESCRIPTION | FLIGHT DATES | ACTUAL COST |
|--------------------------------|-------------|-------------------------------|---------------------|--|--------------|-------------|
| GMA Brand Tab Facebook page | PH IP | Promoting Social Promotion | Social Promotion | One (1) Facebook Post One (1) ad card or video on the client -10,000 guaranteed engagements per static ad card or 15,000 guaranteed views per video 1x post on GMA Brand Tab Facebook and Twitter and to be shared by GMA News Facebook and Twitter | 1 month | 250,000.00 |

Video Advertising

| LOCATION | DEMOGRAPHIC | TARGETING | | | | AD TYPE | | | MEDIA BUY | | | |
|-------------|-------------|-------------------------|------------|------------------|----------|----------|----------------|-----------------|--------------------|-----|--------------|-------------|
| | | CONTENT | DAY & TIME | FREQUENCY CAPING | FORMAT | POSITION | VIDEO DURATION | PLATFORM | BOOKED IMPRESSIONS | CPM | FLIGHT DATES | ACTUAL COST |
| GMA YouTube | PH IP | 24 Our LiveStream | N/A | 1x a day | Spot/30s | Mid-roll | 30s | Desktop, Mobile | 25% BOV | 700 | 5 days | 96,250.00 |
| GMA YouTube | PH IP | 24 Our and MAJIS videos | N/A | N/A | Spot/30s | Pre-roll | 30s | Desktop, Mobile | 11% BOV | 700 | 1 month | 70,604.20 |

SUBTOTAL \$35,714.29

Net Amount \$35,714.29

Gross to GMA \$35,714.29

Plus VAT 12% \$4,285.71

Total Billing Amount \$40,000.00

- TERMS AND CONDITIONS:** The insertion Order is subject to the terms and conditions of the Advertising Agreement, attached herein. All terms and conditions set forth in the Advertising Agreement are made a part of this Insertion Order by this reference. The Advertising Agreement shall govern in the event of any inconsistency between the Advertising Agreement and this Insertion Order. The signature of this Insertion Order represents that neither has read and agrees to the last the authority to bind the Advertiser and both above.
- DELIVERY:** All materials and any changes must be delivered at least four (4) business days in advance to GMA NEWS MEDIA MERGEE. If materials and any changes are not made in advance, they must be sent 10 business days in advance to GMA NEWS MEDIA MERGEE. Please allow 3 business days for processing of orders. GMA MEDIA MERGEE will not make any credit or make good due to late or incorrectly submitted materials and/or any incomplete information.
- CREATIVE MATERIALS:** All raw files relating to the campaign (e.g. PSD files, MP4, JPG/SVG, logos, etc.) will be purged and deleted after 6 months from campaign end date.

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