

5 August 2021

**NOTICE TO PROCEED**

**Mr. MARLON A. GONZALES**  
President and CEO  
**PurpleBug, Inc.**  
Unit 806, Antel 2000 Corporate Center,  
Valero, Makati, 1226 Metro Manila

Dear Mr. Gonzales:

This refers to the Notice of Award issued to *PurpleBug, Inc.* for the *Procurement of Consulting Services to Conduct Social Media Advertising Placements for Stakeholder Awareness and Competition Enforcement* in the total amount of *Sixteen Million Sixty Thousand Three Hundred Eighty-Three Pesos (PhP16,060,383.00)*, inclusive of all applicable taxes.

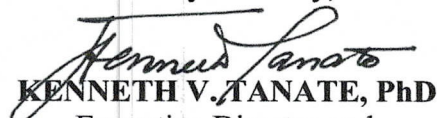
In relation thereto, notice is hereby given to *PurpleBug, Inc.* that the implementation of the said project shall commence immediately. You are expected to perform the terms and conditions stipulated in the attached Contract Agreement.

Please acknowledge receipt of this notice by signing at the portion provided below. Keep a copy and return the original copy to this office at the soonest.

For further details, please contact the PBAC Secretariat through the following contact details: (a) email: [procurement@phcc.gov.ph](mailto:procurement@phcc.gov.ph) and (b) Tel. No. (+632)8771-9722 local 203/204.

Thank you.

Very sincerely,

  
**KENNETH V. TANATE, PhD**  
Executive Director and  
Head of Procuring Entity

Conforme:

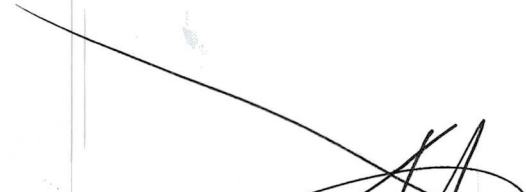
  
\_\_\_\_\_  
**MR. MARLON A. GONZALES**  
Date: Aug 5, 2021



Management  
System  
ISO 9001:2015  
www.tuv.com  
ID 9108652446



SUBSCRIBED AND SWORN to before me this AUG 06 2021 day of August,  
affiant exhibited to me Gov't ID No. \_\_\_\_\_

  
**ATTY. GERVACIO B. ORTIZ JR.**  
Notary Public City of Makati  
Until December 31, 2022

IBP No. 05729-Lifetime Member  
MCLE Compliance No. VI-0024312  
Appointment No. M-82-(2021-2022)  
PTR No. 8531011 Jan. 4, 2021  
Makati City Roll No. 40091  
101 Urban Ave. Campos Rueda Bldg.  
Brgy. Pio Del Pilar, Makati City

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Book No. XX  
Series 2021

**CONTRACT AGREEMENT****PROCUREMENT OF CONSULTING SERVICES TO CONDUCT SOCIAL MEDIA  
ADVERTISING PLACEMENTS FOR STAKEHOLDER AWARENESS AND  
COMPETITION ENFORCEMENT**

THIS AGREEMENT made on the 5<sup>th</sup> day of Aug 2021 between the **Philippine Competition Commission (PCC)**, with office address at 25/F Tower I, Vertis North Corporate Center, North Avenue Quezon City 1105 (hereinafter called "**the Entity**") and **PurpleBug, Inc.** represented by its President and CEO, Marlon A. Gonzales, with business address at Unit 806, Antel 2000 Corporate Center, Valero, Makati, 1226 Metro Manila, hereinafter called "**the Service Provider**") (collectively herein referred to as "**Parties**"):

**WHEREAS**, the Entity requested a quotation for the procurement of consulting services for the **Conduct of Social Media Advertising Placements for Stakeholder Awareness and Competition Enforcement**.

**WHEREAS**, the Entity accepted a Bid by the Supplier for the services in the sum of **Sixteen Million Sixty Thousand Three Hundred Eighty-Three Pesos (Php 16,060,383.00)** inclusive of all applicable taxes (hereinafter called "**the Contract Price**").

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to.
2. The following documents as required by the 2016 revised Implementing Rules and Regulations of Republic Act No. 9184 shall be deemed to form and be read and construed as integral part of this Agreement, *viz.*:
  - i. Philippine Bidding Documents (PBDs);
    - i. Schedule of Requirements;
    - ii. Terms of Reference;
    - iii. General and Special Conditions of Contract; and
    - iv. Supplemental or Bid Bulletins, if any.
  - ii. Winning bidder's bid, including the Eligibility requirements, Technical and Financial Proposals, and all other documents or statements submitted;
 

Bid form, including all the documents/statements contained in the Bidder's bidding envelopes, as annexes, and all other documents submitted (e.g., Bidder's response to request for clarifications on the bid), including corrections to the bid, if any, resulting from the Procuring Entity's bid evaluation;
  - iii. Performance Security;
  - iv. Notice of Award of Contract and the Bidder's conforme thereto; and
  - v. Other contract documents that may be required by existing laws and/or the Procuring Entity concerned in the PBDs. Winning bidder agrees that additional contract documents or information prescribed by the GPPB that are subsequently required for submission after the contract execution, such as the Notice to Proceed, Variation Orders, and Warranty Security, shall likewise form part of the Contract.
3. In consideration of the sum of **Sixteen Million Sixty Thousand Three Hundred Eighty-Three Pesos (Php 16,060,383.00)** or such other sums as may be ascertained, the Service Provider agrees to the procurement of consulting services to **Conduct of Social Media Advertising Placements for Stakeholder Awareness and Competition Enforcement** in accordance with its Bid.
4. The Entity agrees to pay the above-mentioned sum in accordance with the terms of the Bidding.




IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of the Republic of the Philippines on the day and year first above written.

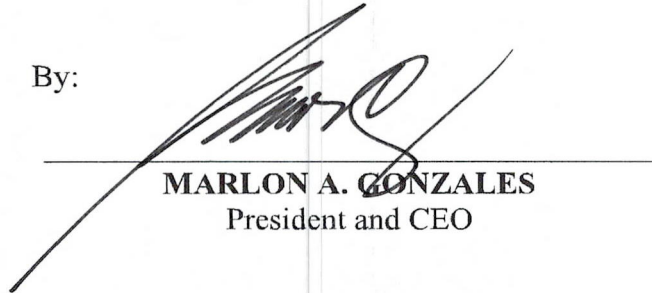
For the **PHILIPPINE COMPETITION COMMISSION**

For **PURPLEBUG, INC.**

By:

  
\_\_\_\_\_  
**KENNETH V. TANATE, PhD**  
Head of the Procuring Entity &  
Executive Director

By:

  
\_\_\_\_\_  
**MARLON A. GONZALES**  
President and CEO

Republic of the Philippines )  
Quezon City ) S.S.  
**MAKATI CITY**

**ACKNOWLEDGMENT**


Before me, a notary public for and in **MAKATI CITY**, this AUG 06 2021, personally appeared the following:

Name	Competent Evidence of Identity	Date/ Place Issued
KENNETH V. TANATE, PhD	GSIS UMID 006-0100-6833-7	Quezon City
MARLON A. GONZALES	<i>PS 215 420A</i>	<i>DFA NCR</i>

Known to me or identified by me through competent evidence of identity to be the same persons who executed the foregoing Contract Agreement Form consisting of three (3) pages, including the page on which this Acknowledgment is written, but excluding Annexes, and they acknowledged to me that the same is their free and voluntary act and deed, as well as that of their respective principals.

WITNESS MY HAND AND SEAL, on the date and in the place first above written.

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**ATTY. GERVACIO B. ORTIZ JR.**  
 Notary Public City of Makati  
 Until December 31, 2021  
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