

INVOICE

PT Wide World Digital Indonesia | Jl. Jend. Sudirman Kav. 99, Jakarta 12190 (fictional) | NPWP 00.000.000.0-000.000

Invoice No.: WWD/INV/2026/09/0418 | Date: 1 October 2026 | Due: 31 October 2026

Bill to: PT Zava Seluler Indonesia, attn. Group Marketing (Anisa Putri)

Period: 1 - 30 September 2026. Media billed at platform cost (net of platform tax); TikTok per TikTok billing statement dated 1 Oct 2026.

Charges (IDR)

Description	Amount
Media Meta - RH-2607 Rumah Terhubung	1.520.400.000
Media Google Ads - RH-2607 Rumah Terhubung	1.395.750.000
Media TikTok - RH-2607 Rumah Terhubung	684.300.000
Media Meta - MU-2608 Merdeka Unlimited	1.905.200.000
Media Google Ads - MU-2608 Merdeka Unlimited	842.600.000
Media TikTok - MU-2608 Merdeka Unlimited	1.612.800.000
Media Meta - Brand Always-On	212.000.000
Total media	8.173.050.000
Agency fee 7% of total media	572.113.500
Credit: Google Ads invalid activity (August 2026, MU-2608)	-38.450.000
Subtotal	8.706.713.500
DPP Nilai Lain (11/12 x subtotal)	7.981.154.042
PPN 12% x DPP	957.738.485
TOTAL DUE	9.664.451.985

Payment to PT Bank Woodgrove Indonesia (fictional) a/c 000-000-0000. Please quote the invoice number.

September 2026 performance recap

Prepared by Kevin Tan, Account Director, PT Wide World Digital Indonesia. Source: platform dashboards (Meta, Google Ads, TikTok Ads Manager), default attribution per platform.

Merdeka Unlimited: an outstanding close

- ****228,550 conversions**** across Meta, Google and TikTok, ****152%** of the 150,000 target******.
- ****Blended CPA IDR 19,079****, 40% below the IDR 32,000 target.
- TikTok delivered the lowest CPA; we recommend moving 30% of Q4 prepaid budget to TikTok.

Rumah Terhubung: demand is there

- ****13,595 orders**** tracked by pixel and Google tag, 151% of the order target.
- We recommend increasing October FTTH media by 20% to capture 10.10 demand, focusing on Bekasi and Depok where response is strongest.

Notes

- The Google credit on this invoice refunds invalid clicks from August 2026.
- TikTok figures in the dashboard export shared on 30 Sep were pulled at 18:12 WIB, before the day closed; the invoice uses TikTok's final billing statement.
- Two TikTok creatives were updated on 12 Sep at the client's request.