

WPP Media Indonesia

Operating brand: EssenceMediacom
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PURCHASE ORDER

PO-2026-0841

Version	1
Issue date	28 Jul 2026
Buying brief	BB-2026-0311
Media plan	MP-2026-0207
Currency	IDR

ADVERTISER PT Nusantara Consumer Indonesia Client code NC · Category Personal Care	MEDIA VENDOR TikTok Pte. Ltd. Vendor code VND-TT-001 · Biddable digital	CAMPAIGN PERIOD 01 Aug 2026 to 31 Aug 2026 Booking type Fixed · Market ID
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#	Product code	Product / brand	Platform	Campaign name	Start	End	Net amount
01	SHP-PTN	Shampoo Pantene	TikTok Ads	NC_SHP_PTN_ID_FY27Q1_AWA_TT_INFEED	01 Aug 2026	31 Aug 2026	200,000,000
02	SHP-CLR	Shampoo Clear	TikTok Ads	NC_SHP_CLR_ID_FY27Q1_AWA_TT_INFEED	01 Aug 2026	31 Aug 2026	180,000,000
03	SHP-LFB	Shampoo Lifebuoy	TikTok Ads	NC_SHP_LFB_ID_FY27Q1_AWA_TT_INFEED	01 Aug 2026	31 Aug 2026	120,000,000
Subtotal (net)							500,000,000
VAT 11%							55,000,000
Total							555,000,000

Notes. 1. This PO is valid only for the campaign period stated above. 2. Vendor invoice must quote the PO number in the reference field. 3. Proof of delivery is required before BAST can be issued. 4. Additional PO will be issued separately if the approved budget changes during the flight.

Prepared by, Buying

Approved by, Investment Lead

Acknowledged, Vendor

Buying Executive

Investment Director

Authorised Signatory