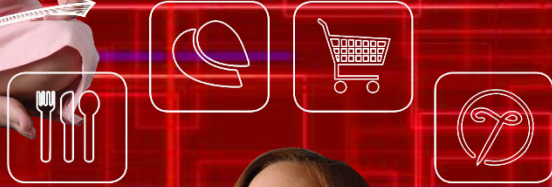


Let your dream  
come true.  
Share it!



# PLDT

## 2016 STOCKHOLDERS' MEETING

You are a citizen  
of the world.  
Be linked!



Transact Your  
Business. Anywhere.  
Everywhere.



It's a whole  
new world.  
Explore it!







# Napoleon L. Nazareno







**Philippine Long Distance Telephone Company**







**PLDT Inc.**





# 2015 RESULTS





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**Consolidated revenues  
stable at P171 B**



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# IDD/NDD continues to decline





**Data + broadband up 15%,  
Now 30% of service revenues**





# Wireless revenues drop by 4%



ATAQ



# 2016

## FACING THE DIGITAL FUTURE





# OUR DIGITAL PIVOT A 3-YEAR JOURNEY





# CAPEX AT RECORD LEVELS:

- P43 B in 2016
- Plus US\$100 M





# CORE INCOME GUIDANCE 2016

# P30 B





# REGULAR DIVIDENDS

75%  
of core earnings





# HEALTHY DEBT PROFILE





# HEALTHY DEBT PROFILE

**INVESTMENT GRADE CREDIT RATING**  
**One notch higher than PH**





Turning to our performance for the first quarter of 2016,  
our key performance metrics are as follows:

# FIRST QUARTER 2016





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# **FASTER ROLL OUT OF BETTER INTERNET SERVICES**











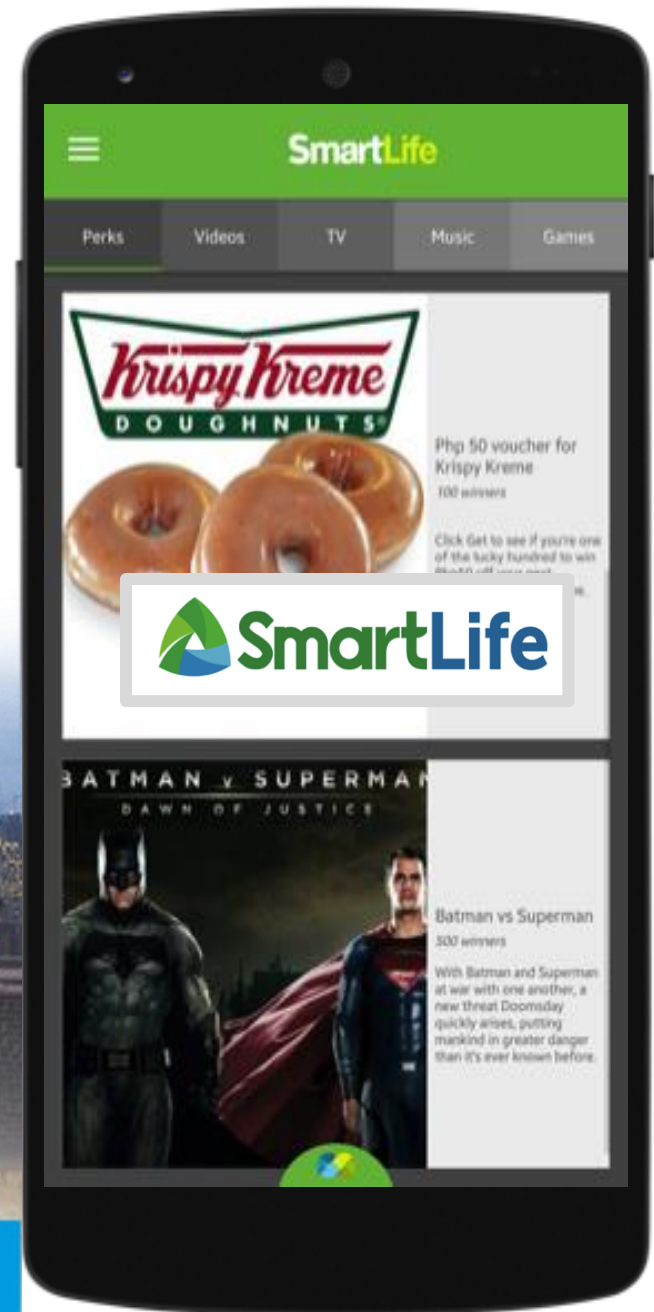
The customer is  
**KING and QUEEN**



# SmartLife



[Learn more](#)



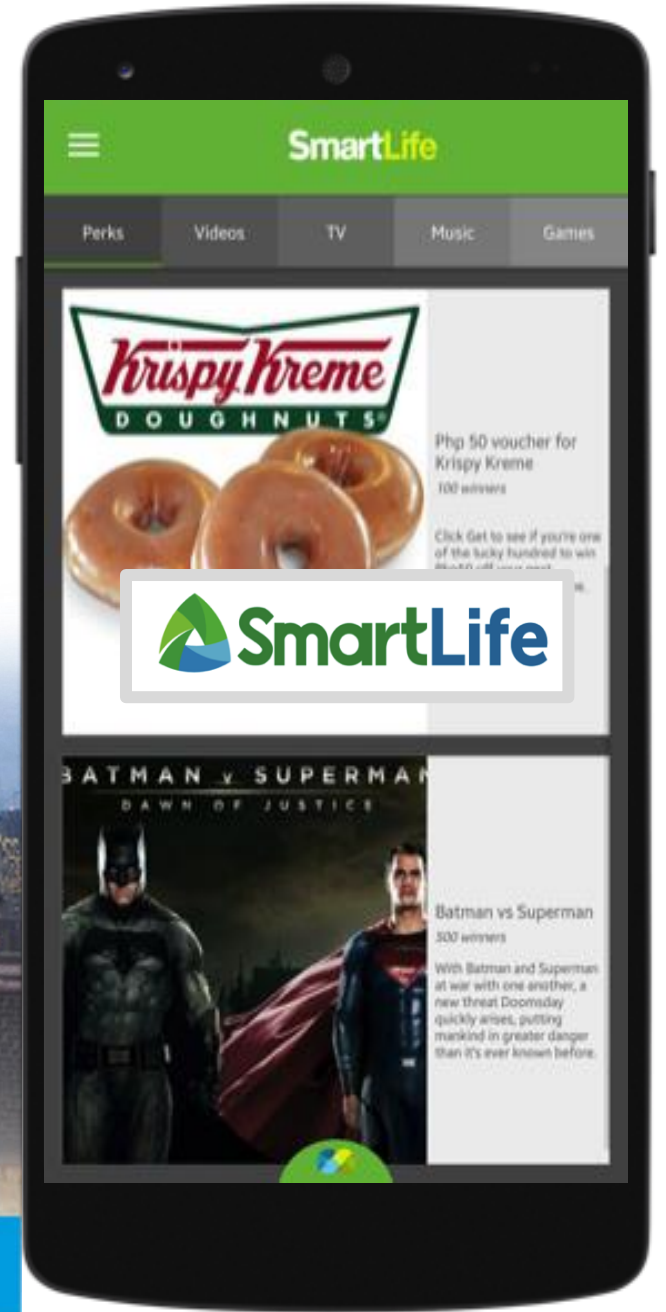




# MarketBuilder



[Learn more](#)





# SmartLife



# MarketBuilder



**SM**  
**PERK**  
 Free Director's Club Pass (for one)  
**QUANTITY** 100  
**REDEMPTION PROCESS**  
 Present B-Code in Establishment



**Jollibee**  
**PERK**  
 Free 1-pc Chicken Joy  
**QUANTITY** 500  
**REDEMPTION PROCESS**  
 Present B-Code in Establishment



**Jollibee**  
**PERK**  
 Free Spaghetti  
**QUANTITY** 500  
**REDEMPTION PROCESS**  
 Present B-Code in Establishment



**MrFields**  
**PERK**  
 Free Brookies Trio for minimum single-receipt transaction of P300.  
**QUANTITY** Unlimited  
**REDEMPTION PROCESS**  
 Present Voucher in Establishment



**SM**  
**PERK**  
 Free 2-D Movie Pass (for one)  
**QUANTITY** 3000  
**REDEMPTION PROCESS**  
 Present B-Code in Establishment



**banapple**  
**PERK**  
 Free Chocolate Chip Brownie Overload for a minimum spend of P500  
**QUANTITY** Unlimited  
**REDEMPTION PROCESS**  
 Present Voucher in Establishment



**Krispy Kreme**  
**PERK**  
 P100 Gift Certificate  
**QUANTITY** 800  
**REDEMPTION PROCESS**  
 Present B-Code in Establishment



**Auntie Anne's**  
**PERK**  
 Free Dip or Drink Upgrade for every purchase of Pretzel Treats  
**QUANTITY** Unlimited  
**REDEMPTION PROCESS**  
 Present Voucher in Establishment



**PAPA JOHN'S**  
**PERK**  
 20% discount to all ala carte purchases of pizza products  
**QUANTITY** Unlimited  
**REDEMPTION PROCESS**  
 Present Voucher in Establishment



**Happy Skin**  
**PERK**  
 Free Shut Up & Kiss Me Lipstick  
**QUANTITY** 270  
**REDEMPTION PROCESS**  
 Present Voucher at Studio



**OptionsStudio**  
**PERK**  
 Free One-on-One Trial Class  
**QUANTITY** 50  
**REDEMPTION PROCESS**  
 Present Voucher at Studio



**ZALORA**  
**PERK**  
 Unique voucher codes for 20% discount off minimum spend of P1,500  
**QUANTITY** 10,000  
**REDEMPTION PROCESS**  
 Input digital code in partner website



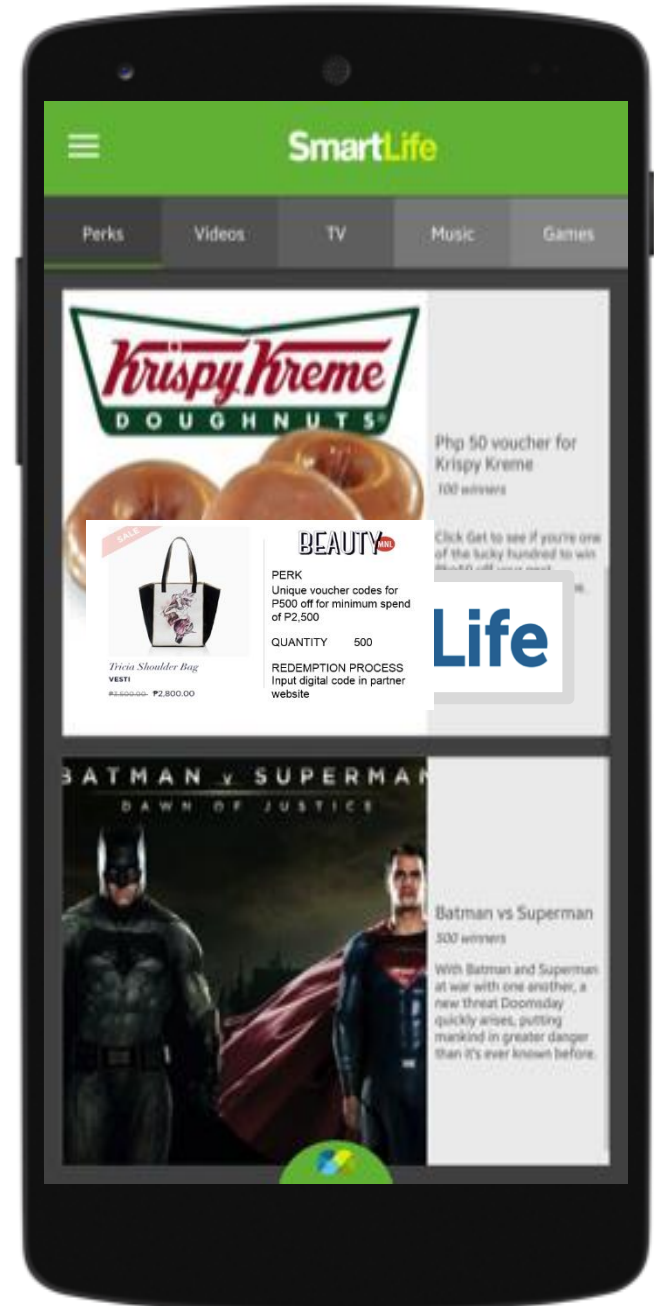
**LAZADA**  
**PERK**  
 Unique voucher codes for P150 off for minimum spend of P500  
**QUANTITY** 10,000  
**REDEMPTION PROCESS**  
 Input digital code in partner website



**NIKKI beyond**  
**PERK**  
 Free Yoga Class  
**QUANTITY** 200  
**REDEMPTION PROCESS**  
 Present Voucher at Studio



**beyond**  
**PERK**  
 Free Anti-Gravity Class  
**QUANTITY** 100  
**REDEMPTION PROCESS**  
 Present Voucher at Studio







A promotional banner for Uber with PayMaya. It features a woman in a hat smiling while using her phone. The text reads: "Now You Can Uber with PayMaya". Below this, it says "Get 50% off\* your first Uber ride when you book using your PayMaya account!". A green button contains the text "Use Promo Code PAYMAYAxUBER". At the bottom, there are two "UBER" logos and a blue car icon.

A mobile app interface for PayMaya. The top section shows a woman smiling while looking at her phone. The PayMaya logo is displayed, followed by the text "Shop Online Without a Credit Card!". Below this, there are "Login" and "Register" buttons. The bottom section shows a navigation bar with "Login" and "Register" buttons.



# SMART Padala



## SMART Padala

# Padalang PadaLOW

*Pinalaking Padala,  
PadaLOW ang Padala fees!*

*Padalang ang Padala fees!  
Pinalaking Padala!*





Your loans marketplace

- 25 LOCAL PARTNER BANKS
- 4 FOREIGN BANKS
- RURAL AND THRIFT BANKS







# THE BIGGEST CHANNEL FOR CONDITIONAL CASH TRANSFER





# PLDT Ang Telco ng Bayan





The background features a dynamic composition of flowing, wavy bands in shades of red and green. A bright, multi-pointed sunburst or starburst effect is positioned in the upper right quadrant, casting a glow across the scene. The overall aesthetic is modern and energetic, with a focus on light and color gradients.

**A NEW DAY**  
UNFOLDS