



CONSUMER BUSINESS

2018 Results & Highlights

Home Zooming into the Gigabit era



PLDT
Home

2018

ALL TIME HIGH!

HOME 2018 FY Service Revenues | IAS 18

P36.4B



10% (+P3.5B)
YOY Growth

SAMSUNG

DEVICES



CONTENT

New global partnerships





 **PLDT** + Google Wifi
Home | Fibr

The Philippine's Fastest Unli Fibr in every room and on every device





WE'RE GIVING ALL OUR LOYAL
CUSTOMERS ANOTHER SPEED BOOST!!!

5Mbps to 10Mbps

10Mbps to 20Mbps

25Mbps to 30Mbps

The Philippine's Fastest Unli Fibr... JUST
GOT EVEN FASTER!



Fastest Fixed Network
Speed in the
Philippines



Widest fiber network
with 6.3M Homes Passed
by YE'18 (+57% YOY)





Welcoming the Gigabit Era for everyone, from prepaid to unmatched Gigabit plans





**GEEK
SQUAD**

Now supported with expert care with the launch
of the GEEK SQUAD





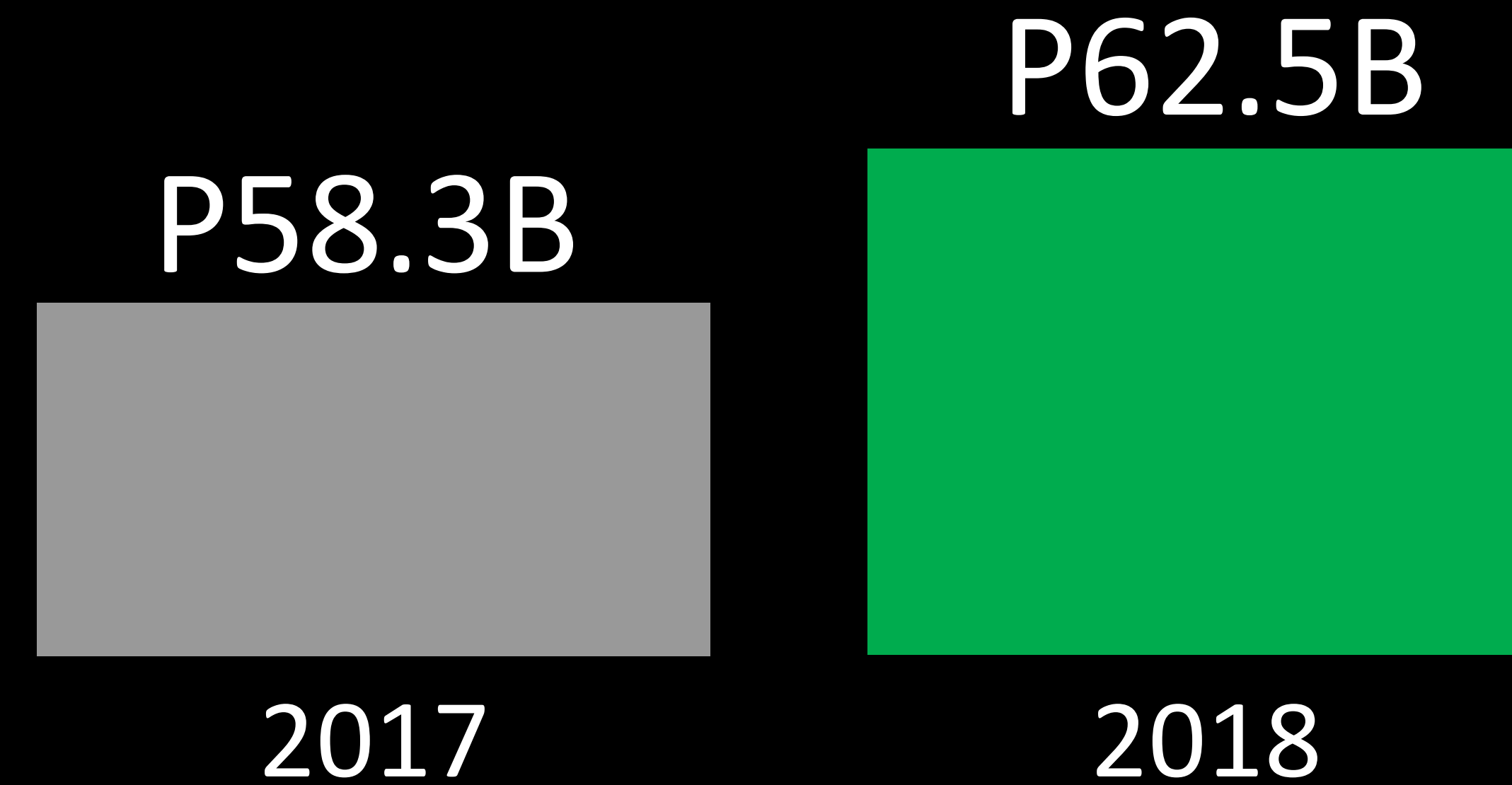
2018 Results & Highlights

Accelerating into the age of rich mobile experiences ...and beyond

2018

AMAZING
TURNAROUND!

Wireless Service Revenues | IAS 18



+7%
YOY GROWTH





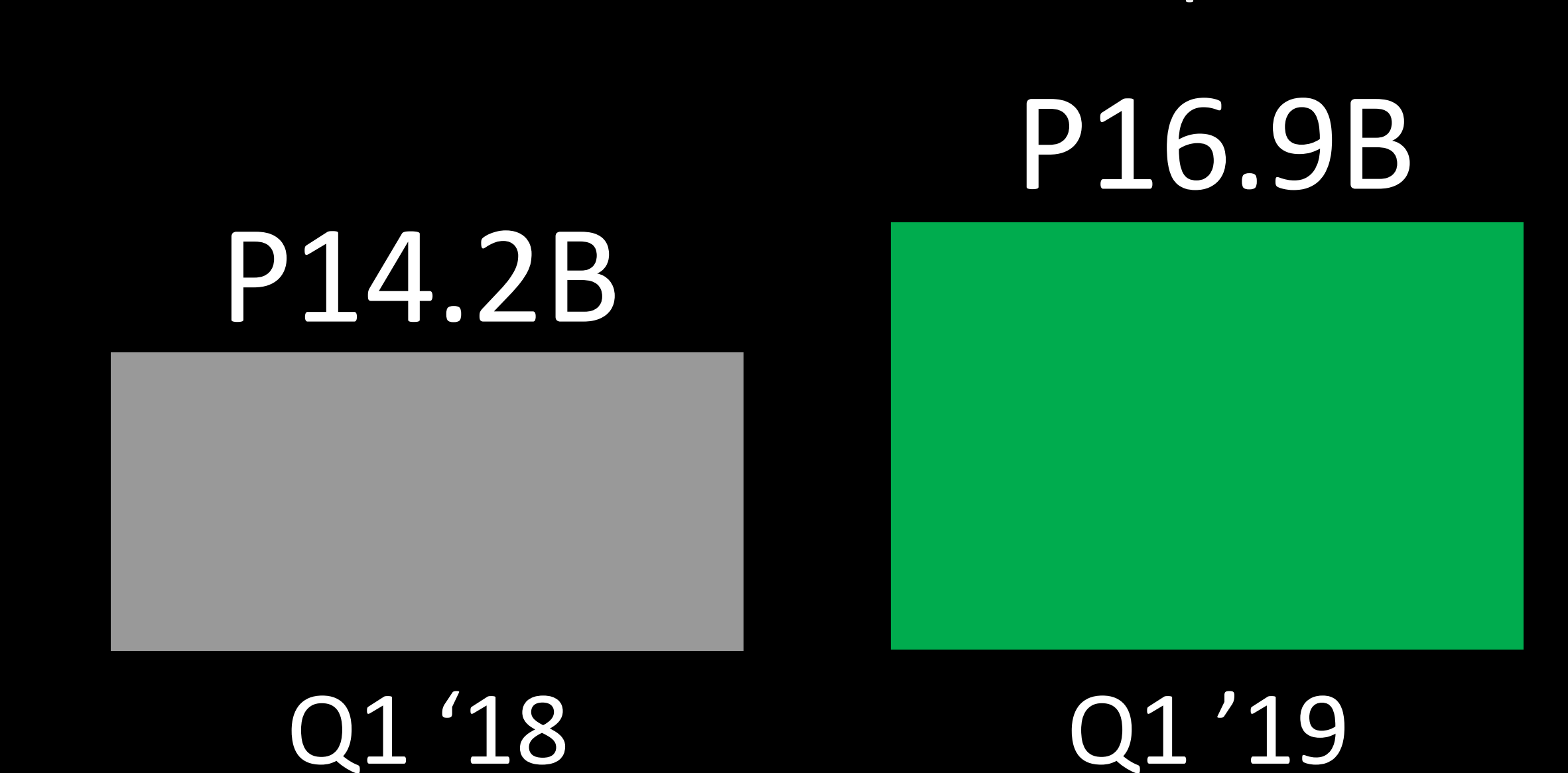
'19

Double digit acceleration

+18% YOY GROWTH



Wireless Service Revenues | IFRS 15



DATA USAGE TRAFFIC

In Millions PB

395

+38%

FY 2017

824

+108%

FY 2018


Built the mobile video viewing habit with our 1 hour Free with YouTube




VIDEO

NO. OF USERS

 YOUTUBE

Dec'18 vs NOV'18
 **+16%**

 NBA

 **+58%**

 iWANT

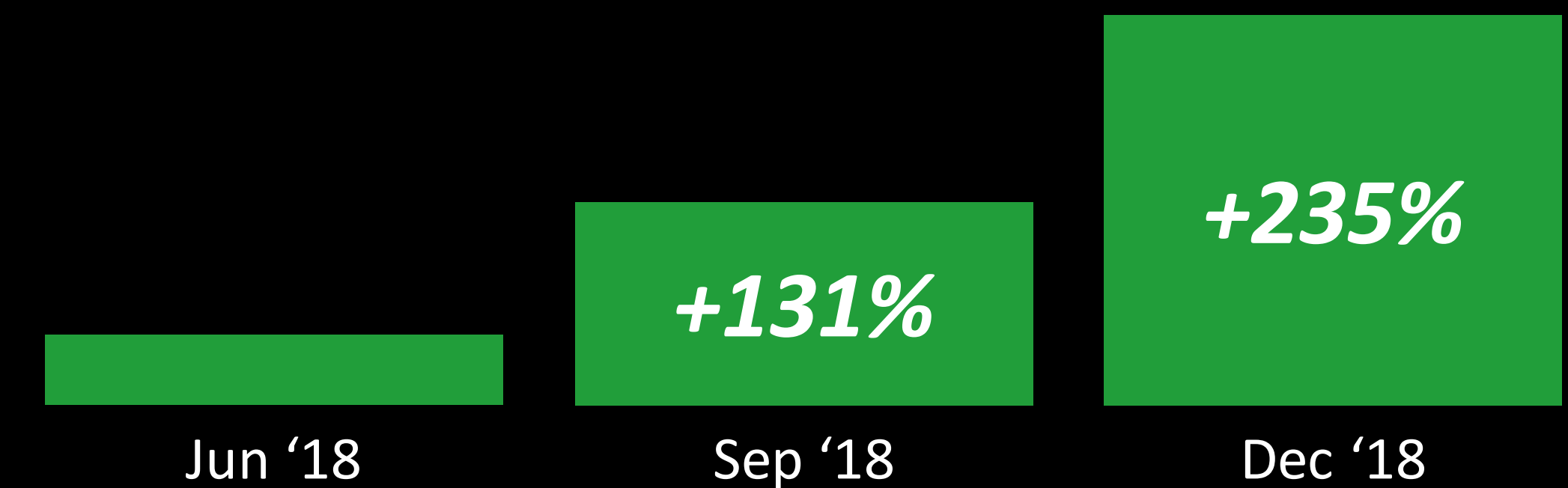
 **+98%**

 iFLIX

 **+81%**

GAMES

MONTHLY MOBILE LEGENDS
DATA TRAFFIC



Growing heavy mobile data usage beyond YouTube



Now building gaming into an
experience with
THE NATIONALS

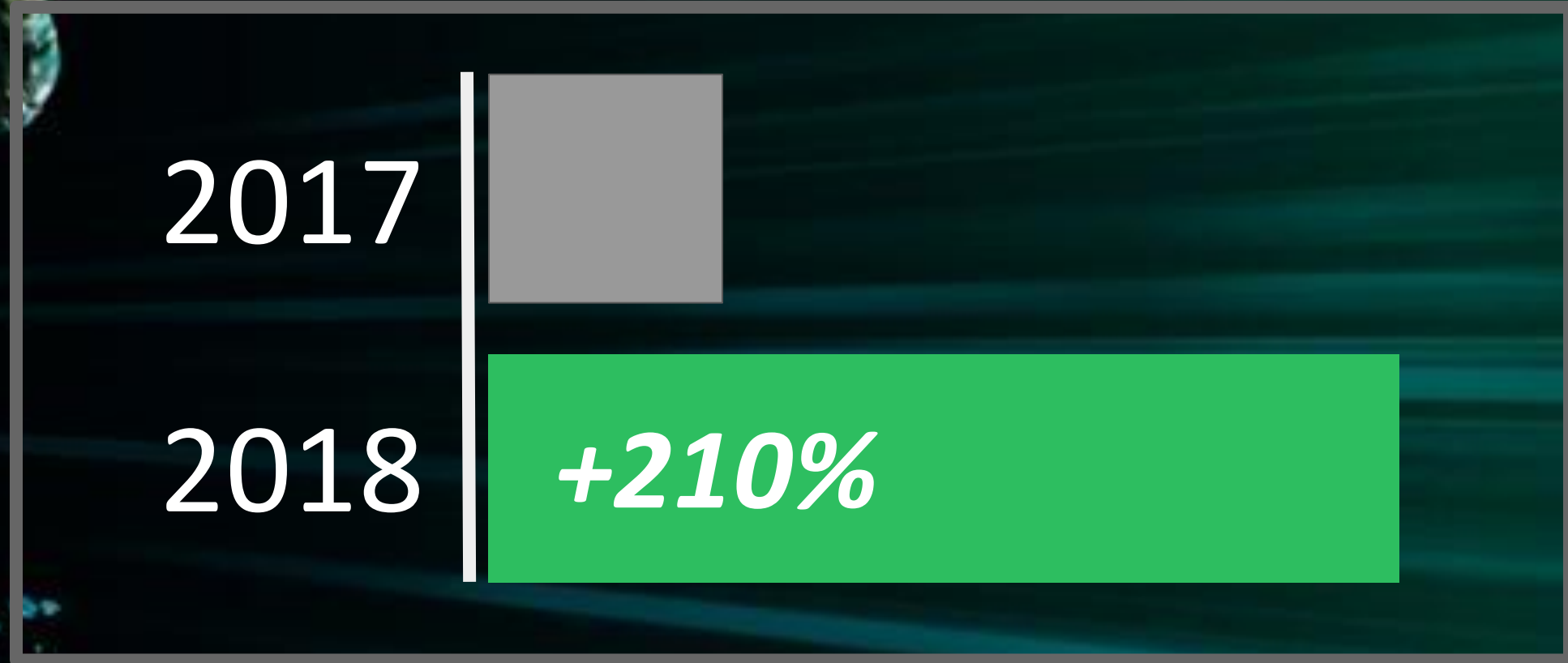




Rich Mobile experiences becoming a reality with quality LTE smartphones



ACTIVE LTE USERS



Launch of experience-led products



*WELCOME TO SMART SIGNATURE.
THIS IS POSTPAID REIMAGINED.*

MVP
MOST VALUABLE PARTNER
REWARDS

Smart
Signature





OOKLA



The Philippines'
Fastest Mobile
Data Network

OPENSIGNAL



Best in Download Speed
Best in Upload Speed
Best in Video Experience
Best in Latency Experience

TUTELA



Excellent in Mobile
Data

P3



Fastest Mobile
Data Network

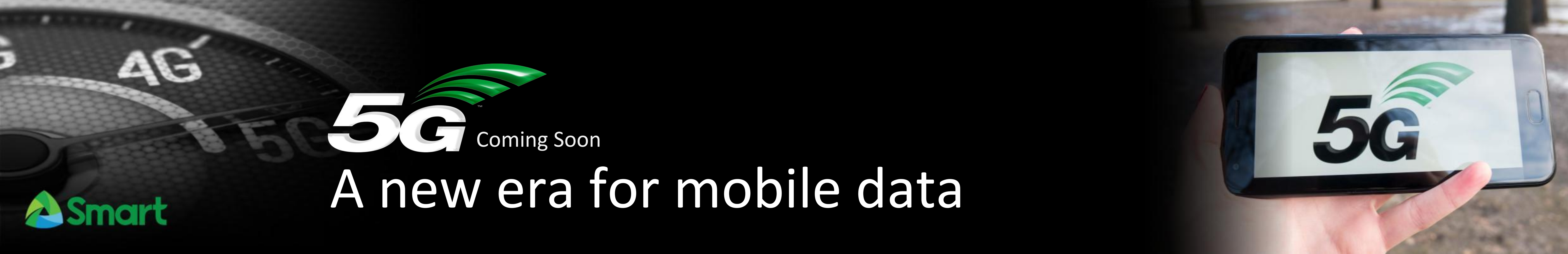
GLOBAL TELECOMS
AWARDS



Smart Network
Transformation Program:
Telecoms Transformation
Award



Powered by the
Philippines' Best Data
Network



5G TM  Coming Soon

A new era for mobile data





THANK YOU