



GO TO MARKET



REGIONALIZATION & CONVERGENCE

- * Going to Market as **ONE** in every territory
- * Broadband At-Home & Away-From-Home



PLDT  **Smart**
GROWTH DRIVERS

Broadband At-Home



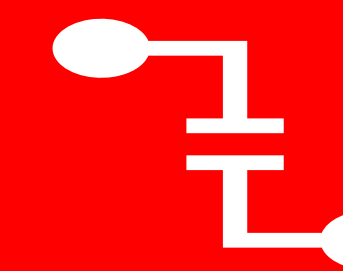
Clustered House-to-House Selling & Installation



New Connect



Upgrade

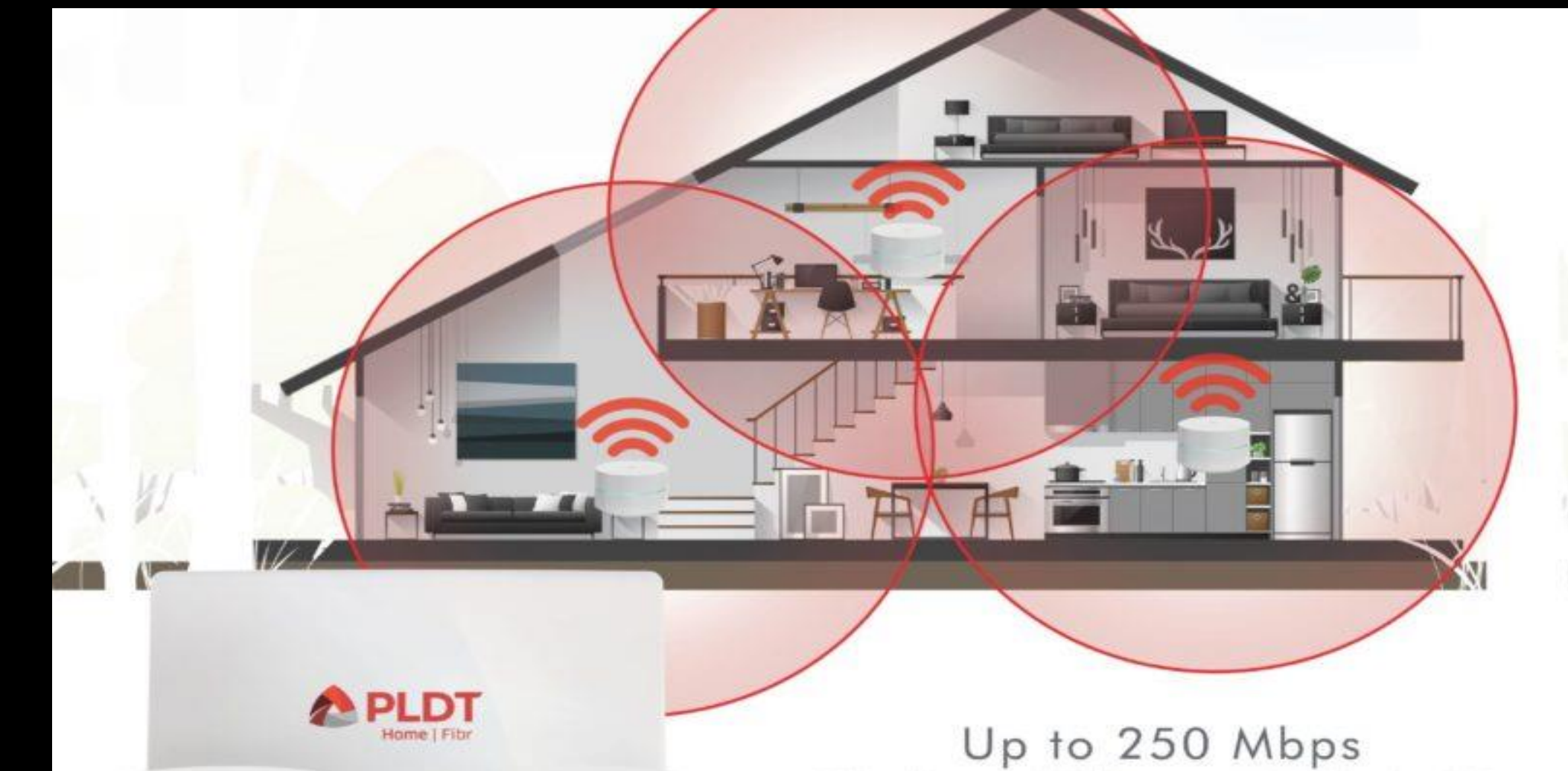


Repair



Optimal Port Utilization

WHOLE HOME WI-FI



Broadband Products for every Home Segment

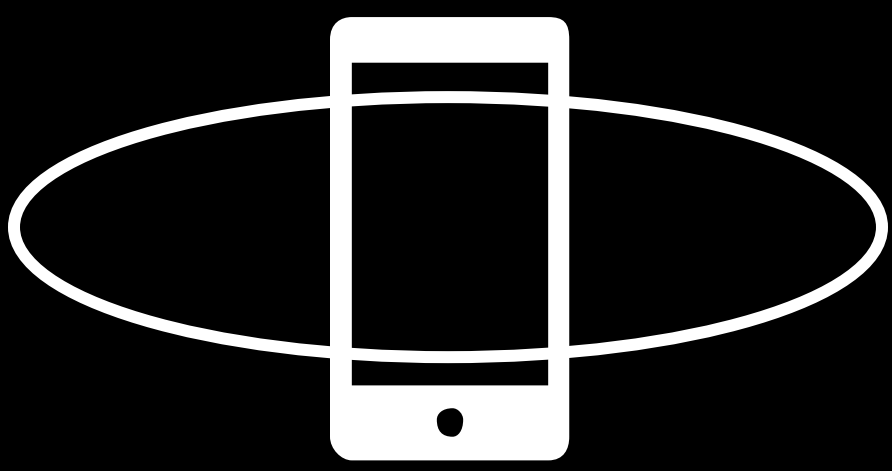


PREPAID HOME WI-FI

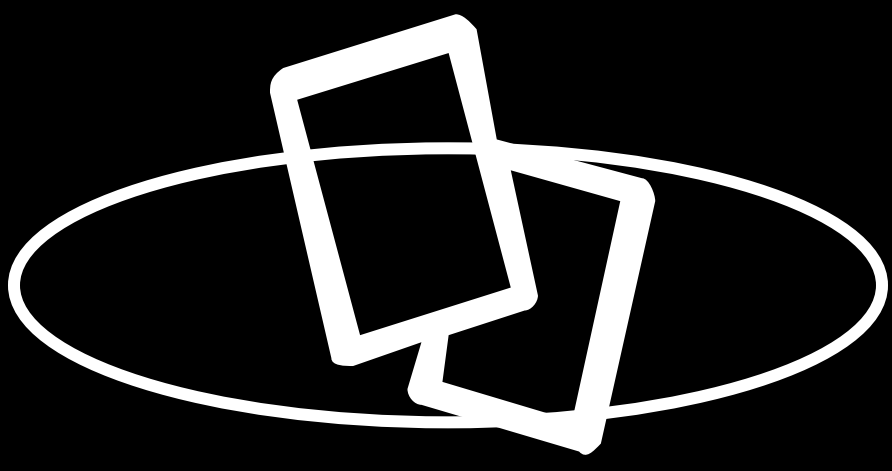




LTE MIGRATION:
Experience the nation's fastest LTE



Smartphone



Regular LTE/
DSA Sims

4G Devices

↑ 78%

SIM CARDS

↑ 123%



Unlock Smart's fastest LTE network with
SPeED!

SIM Check if your SIM is LTE-ready.
Text SIMCHECK to 5832 for free.

PLACE Visit
smart.com.ph/LTE
to know if your area is
LTE-ready.

DEVICE Put your LTE SIM in your
LTE DEVICE's SIM slot 1.
Set your mobile data
connection to 4G/LTE!

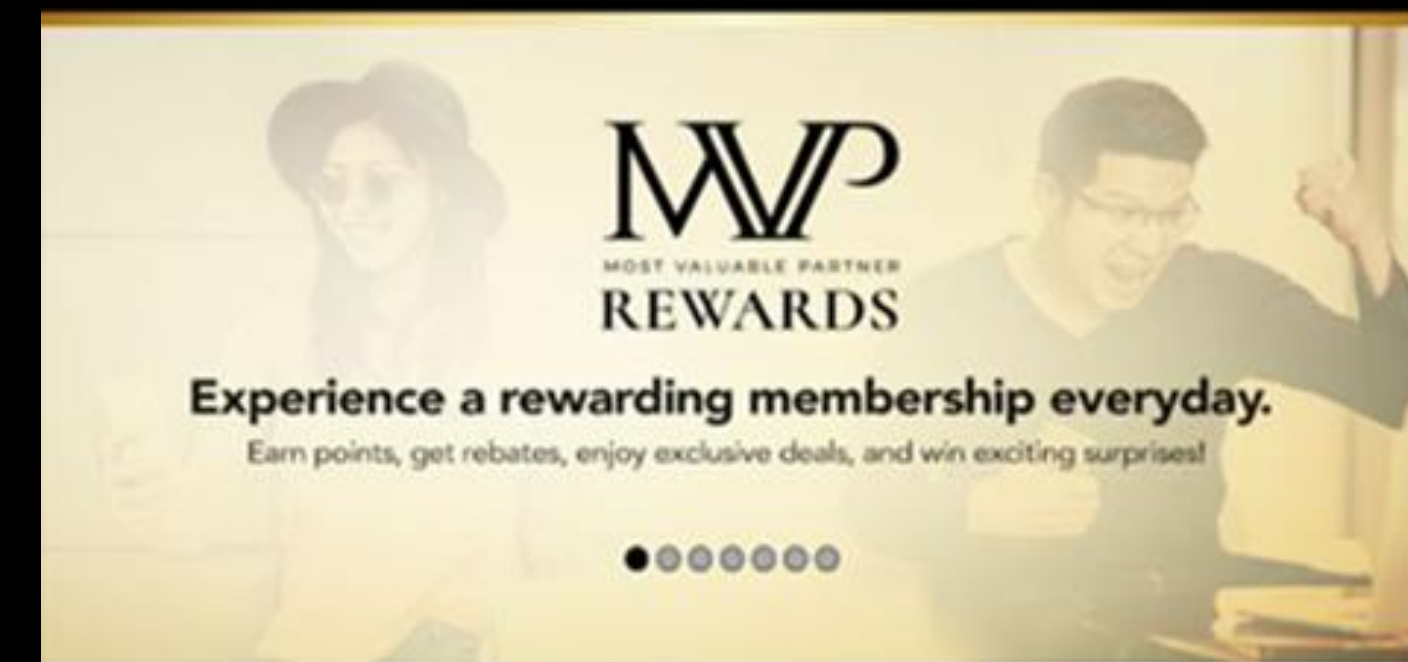


**CHANNEL DATA ADOPTION:
LTE education and campaigning**

- National, Regional Sales Assemblies
- Area Trade Checks



Amazing Ka-Partner Retailer Convention 2019, Baguio City



MVP Medals [VIEW COLLECTIONS](#)

Keep collecting points and rebates to earn more medals!



1 out of 5 medal 2 out of 5 medal 3 out of 5 medal 4 out of 5 medal

More Partners
Enroll more and earn more rewards

Smart
Ka-Partner



Sell More, Redeem more!

Mag register na sa
Ka-Partner!

Smart
Ka-Partner

300 points

Categories



P50 Load
50 points



P100 Load
100 points

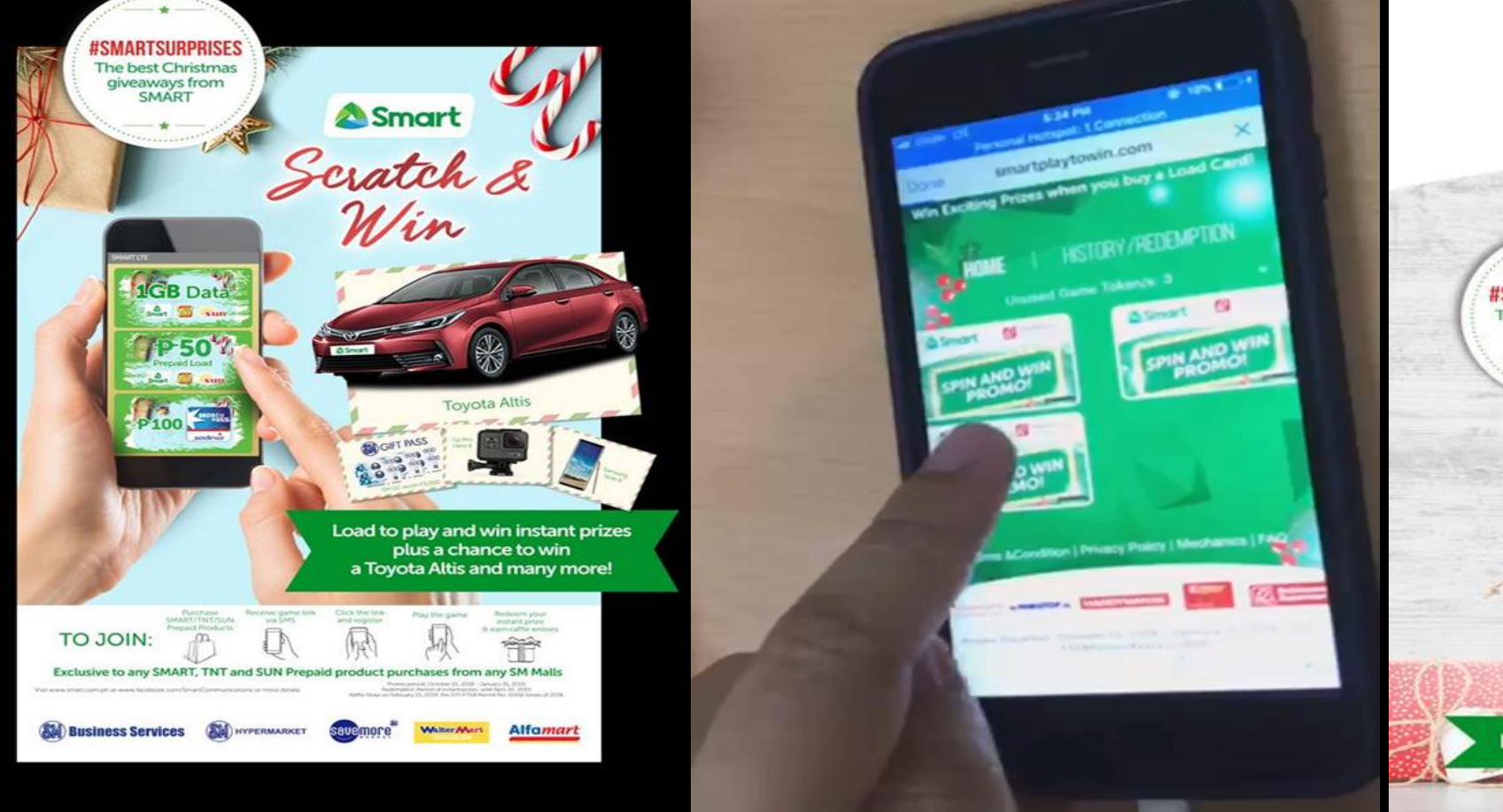


P25 Load
25 points

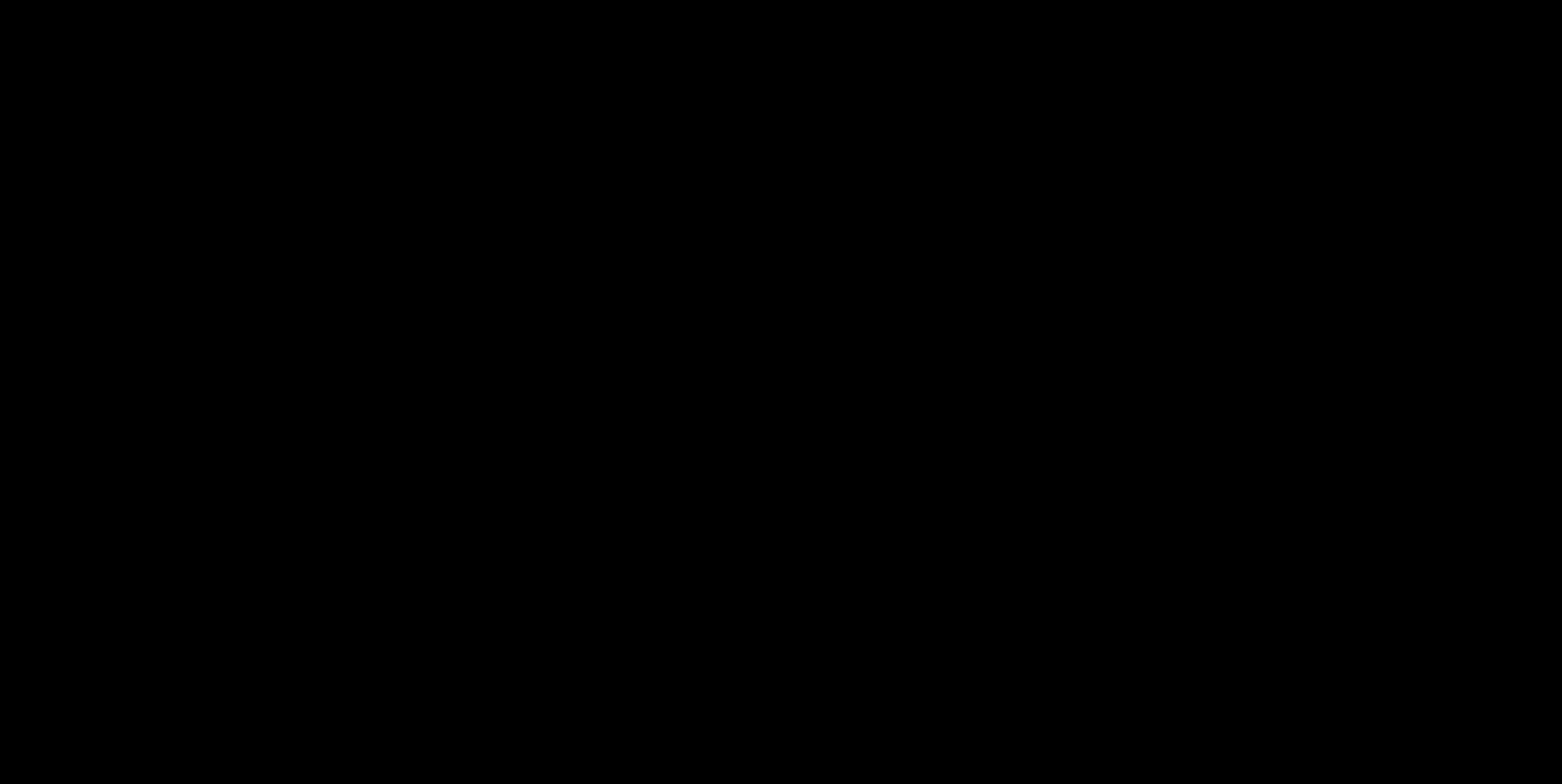
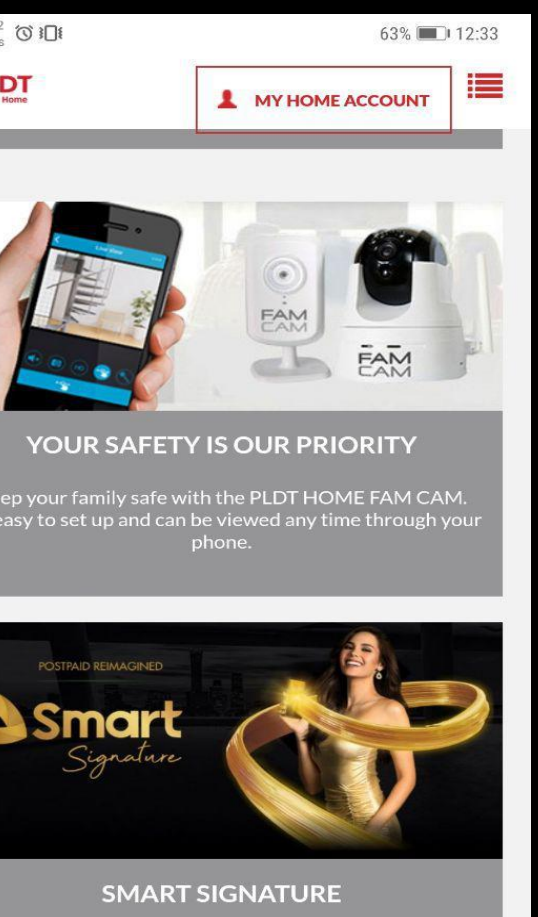


Grocery HAKOT raffle entries
1000 points

PLDT  **Smart**
KA-PARTNER RETAILER REWARDS:
In cash & in kind to incentivize
mobile data push by retailers



Digital Assets: Points-of-Sale,
Digital Signages



CHANNEL TRANSFORMATION:

Digital Shift

Gamification of Customer Rewards:
SM, Robinsons, 7/11



Online Presence:
PLDT/Smart Online Stores,
PayMaya, Lazada, Shopee



PLDT  **Smart**

BRANDED STORE CONVERGENCE:
BGC, Smart Tower, Vertis North
& 20+ locations



PLDT Smart National Convention



THANK YOU