



March 30, 2016

Philippine Stock Exchange
3/F Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

In compliance with Section 17.1 (b) of the Securities Regulation Code and SRC Rule 17.1.1.1.3(b).2, we submit herewith a copy of SEC Form 17-C with a copy of a press release attached thereto entitled "PLDT Capital invests in MATRIX Software".

This shall also serve as our disclosure letter for the purpose of complying with the PSE Revised Disclosure Rules.

Very truly yours,


MA. LOURDES C. RAUSA-CHAN
Corporate Secretary



March 30, 2016

SECURITIES & EXCHANGE COMMISSION
SEC Building, EDSA
Mandaluyong City

Attention: Mr. Vicente Graciano P. Felizmenio, Jr.
Director – Markets and Securities Regulation Dept.

Gentlemen:

In compliance with Section 17.1 (b) of the Securities Regulation Code and SRC Rule 17.1.1.1.3(a), we submit herewith two (2) copies of SEC Form 17-C with a copy of a press release attached thereto entitled "PLDT Capital invests in MATRIX Software".

Very truly yours,


MA. LOURDES C. RAUSA-CHAN
Corporate Secretary 

COVER SHEET

SEC Registration Number

P W - 5 5

Company Name

P H I L I P P I N E L O N G D I S T A N C E

T E L E P H O N E C O M P A N Y

Principal Office (No./Street/Barangay/City/Town/Province)

R A M O N C O J U A N G C O B U I L D I N G

M A K A T I A V E N U E

M A K A T I C I T Y

Form Type

17 - C

Department requiring the report

M S R D

Secondary License Type, If Applicable

COMPANY INFORMATION

Company's Email Address

Company's Telephone Number/s

8168553

Mobile Number

No. of Stockholders

11,817
As of February 29, 2016

Annual Meeting
Month/Day

Every 2nd Tuesday of June

Fiscal Year
Month/Day

December 31

CONTACT PERSON INFORMATION

The designated contact person **MUST** be an Officer of the Corporation

Name of Contact Person

Ma. Lourdes C. Rausa-Chan

Email Address

lrchan@pldt.com.ph

Telephone Number/s

8168553

Mobile Number

Contact Person's Address

MGO Building, Legaspi St. corner Dela Rosa St., Makati City

Note: In case of death, resignation or cessation of office of the officer designated as contact person, such incident shall be reported to the Commission within thirty (30) calendar days from the occurrence thereof with information and complete contact details of the new contact person designated.

SECURITIES AND EXCHANGE COMMISSION

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.1

1. March 30, 2016
Date of Report (Date of earliest event reported)
2. SEC Identification Number PW-55
3. BIR Tax Identification No. 000-488-793
4. PHILIPPINE LONG DISTANCE TELEPHONE COMPANY
Exact name of issuer as specified in its charter
5. PHILIPPINES
Province, country or other jurisdiction
of Incorporation
6. _____ (SEC Use Only)
Industry Classification Code
7. Ramon Cojuangco Building, Makati Avenue, Makati City
Address of principal office
- 1200
Postal Code
8. (632) 816-8553
Issuer's telephone number, including area code
9. Not Applicable
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the Securities Regulation Code and
Sections 4 and 8 of the Revised Securities Act

Title of Each Class

Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding



11. Item 9 (Other Events)

Attached hereto is a Press Release entitled "PLDT Capital invests in MATRIX Software".

Pursuant to the requirements of the Securities Regulations Code, PLDT has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

By:


MA. LOURDES C. RAUSA-CHAN
Corporate Secretary 

March 30, 2016

PLDT Capital invests in MATRIXX Software

MANILA, Philippines, March 30, 2016 – Leading telecoms firm PLDT (PSE: TEL, NYSE: PHI) through its investment arm, PLDT Capital, has invested US\$5 million in California-based MATRIXX Software, provider of real-time, integrated infrastructure for the business of digital service providers.

PLDT mobile subsidiary SMART Communications is also deploying MATRIXX Software's real-time Digital Commerce platform for its mobile business.

MATRIXX will enable SMART, the country's largest mobile network, to deliver an array of lifestyle services and content that can be individually purchased and customized. SMART's customers will have the freedom to manage their mobile account usage and spend, tailor services and choose 'sachet-size' packages based on their preferences and budgets.

MATRIXX provides a real-time Digital Commerce platform for creating and monetizing content and services. SMART chose MATRIXX because they needed a real-time, customer-centric platform that could jump-start entry into the digital market without a lengthy IT project. MATRIXX installed and integrated the solution within weeks, allowing rapid time-to-market for future service propositions that will capture wallet-share and customer loyalty in a dynamic, fast-paced market.

Winston Damarillo, PLDT Chief Strategy Advisor and PLDT Capital Co-Managing Director said, "Evolution of the telco into a Digital Service Provider requires viewing the customer through a different lens, in order to identify new ways of serving them. We're transforming the customer experience, and we chose MATRIXX Software because its technology and performance is unmatched, and they are able to help drive the PLDT Group's digital vision more rapidly than anyone else."

Dave Labuda, Founder, CEO and CTO, MATRIXX Software, said, "The PLDT Group continues our model of prestigious companies that are investors as well as customers," he said. "It is genuinely changing the game in Asia when it comes to digital service innovation, and we're excited to help deliver outstanding experiences to customers of its wireless service provider, SMART Communications."

The PLDT group has nearly 70 million wireless subscribers and SMART recently won Best Mobile Operator of the year at the World Communications Awards for the second year running.

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About PLDT

PLDT is the leading telecommunications and digital services provider in the Philippines. Through its principal business groups – fixed line, wireless and others – PLDT offers a wide range of telecommunications and digital services across the Philippines' most extensive fiber optic backbone, and fixed line and cellular networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

About MATRIXX Software

MATRIXX Software is Powering the Future™ for market-leading Digital Service Providers (DSPs) worldwide. MATRIXX Software has developed a unique real-time Digital Commerce platform, an alternative to traditional business support systems (BSS), which enables telecom service providers to profit and innovate as they transition to Digital.

Contact person:

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PLDT Spokesperson
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