



April 23, 2015

Philippine Dealing and Exchange Corp.  
37/F Tower 1, The Enterprise Center  
6766 Ayala Avenue corner Paseo de Roxas  
Makati City

Attention: Ms. Vina Vanessa S. Salonga  
Head – Issuer Compliance and Disclosure Department

Gentlemen:

We submit herewith a copy of SEC Form 17-C with a copy of a press release attached thereto entitled "PLDT invests US\$15mn in Internet TV Service for Southeast Asia."

Very truly yours,

  
**MA. LOURDES C. RAUSA-CHAN**  
Corporate Secretary



April 23, 2015

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

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

Gentlemen:

We submit herewith a copy of SEC Form 17-C with a copy of a press release attached thereto entitled "PLDT invests US\$15mn in Internet TV Service for Southeast Asia."

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

Very truly yours,

A handwritten signature in black ink, appearing to read "Ma. Lourdes C. Rausa-Chan".

**MA. LOURDES C. RAUSA-CHAN**  
Corporate Secretary



April 23, 2015

SECURITIES & EXCHANGE COMMISSION  
SEC Building, EDSA  
Mandaluyong City

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

Gentlemen:

We submit herewith two (2) copies of SEC Form 17-C with a copy of a press release attached thereto entitled "PLDT invests US\$15mn in Internet TV Service for Southeast Asia."

Very truly yours,

  
**MA. LOURDES C. RAUSA-CHAN**  
Corporate Secretary 

# COVER SHEET

SEC Registration Number

P	W	-	5	5					
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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

1	7	-	C
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Department requiring the report

M	S	R	D
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Secondary License Type, If Applicable

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### COMPANY INFORMATION

Company's Email Address

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Company's Telephone Number/s

<b>816-8553</b>
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Mobile Number

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No. of Stockholders

<b>11,864</b>
<b>As of March 31, 2015</b>

Annual Meeting Month/Day

<b>Every 2<sup>nd</sup> Tuesday</b>
<b>of June</b>

Fiscal Year Month/Day

<b>December 31</b>
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### CONTACT PERSON INFORMATION

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

Name of Contact Person

<b>Atty. Ma. Lourdes C. Rausa-Chan</b>
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Email Address

<b>lrchan@pldt.com.ph</b>
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Telephone Number/s

<b>816-8553</b>
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Mobile Number

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Contact Person's Address

<b>9/F MGO Building, Legaspi cor. Dela Rosa Streets, Makati City</b>
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**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. April 23, 2015  
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 invests US\$15mn in Internet TV Service for Southeast Asia."

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 

April 23, 2015



## PLDT invests US\$15mn in Internet TV Service for Southeast Asia

**Manila, Philippines, 23<sup>rd</sup> April 2015** – Philippine Long Distance Telephone Company (“PLDT”, PSE:TEL, NYSE: PHI), the leading telecom operator in the Philippines, today announced an investment of US\$15 million in *iflix*, which plans to be Southeast Asia's leading Internet TV service.

*iflix* will launch an Internet TV service that will make available to 600 million consumers in Southeast Asia access to thousands of hours of top TV shows and movies from all over the world for a low monthly price.

PLDT's investment is in line with its strategy to develop new revenue streams and to complement its present business by participating in the digital world beyond providing access and connectivity.

A copy of the *iflix* Press Release is attached for additional reference.

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### **About PLDT**

PLDT is the leading telecommunications provider in the Philippines. Through its principal business groups – fixed line and wireless – PLDT offers a wide range of telecommunications and multimedia services across the Philippines' most extensive fiber optic backbone and fixed line, and cellular network. 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. Further information can be obtained by visiting the web at [www.pldt.com](http://www.pldt.com).

### **Media Contact PLDT:**

Ramon R. Isberto, Head, Corporate Communications and Public Affairs

T: +632-511-3101

E: [rrisberto@smart.com.ph](mailto:rrisberto@smart.com.ph)

**FOR IMMEDIATE RELEASE****IFLIX RAISES \$30M, PRIMED FOR GROWTH**

*Investment round led by regional strategic investors, Catcha Group and PLDT*

**KUALA LUMPUR, April 23, 2015** – iflix, Southeast Asia's leading Internet TV service, offering subscribers unlimited access to thousands of hours of entertainment at a very affordable price, today announced the completion of a \$30 million round of funding. The round was led by leading international investment firm, Catcha Group and Philippine Long Distance Telephone Company (PLDT), the largest integrated telecommunications company in the Philippines.

The funds raised will be used to continue to roll out the iflix service across the Southeast Asia region, acquire rights to new content, produce original programming and market to potential customers.

iflix Chairman, Patrick Grove said: "We are excited to join forces with such an outstanding regional partner, who shares our vision. The new funds will allow us to execute on our plan to deliver thousands of hours of entertainment for a low monthly price to the 600 million consumers in the region."

Grove continued, "There is a seismic shift taking place in the global entertainment landscape. We believe iflix is perfectly positioned to capitalize on this incredible opportunity."

PLDT Chairman, Manuel V. Pangilinan added, "We are very bullish about the prospects of the iflix service which has been designed to address the preferences and demands of the rapidly expanding Asian Market. PLDT looks forward to working with iflix to grow its business and introduce new media services that will fuel further the demand for broadband and mobile access in the Philippines and across Southeast Asia.

Launching in key Southeast Asian markets, including Malaysia, Thailand, Philippines, Indonesia, and Vietnam throughout 2015, iflix will offer consumers more than 10,000 hours of top U.S., Asian regional, and local TV shows and movies. Each subscription will allow a user to access the service on five devices, as well as download content to their mobile, tablet, computer, or television set, for viewing anywhere, anytime.

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LET'S PLAY

## ABOUT IFLIX

iflix is a partnership between highly successful, disruptive local entrepreneurs and Hollywood heavyweights. Catcha Group and Evolution Media Capital have joined together to create an Internet TV service for Southeast Asia that provides access to thousands of hours of top TV shows and movies from all over the world. From Hollywood and Hong Kong, Seoul and Shanghai, Thailand and Tokyo, iflix places the entertainment you want at your fingertips. For one low monthly fee, subscribers to iflix have unlimited access on their mobile phone, laptop, tablet, TV... anywhere, anytime.

Let's play.

### For media enquiries, please contact:

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+60 12 178 345

Mark Britt  
Group CEO  
[mark@iflix.com](mailto:mark@iflix.com)

27-7 The Boulevard  
Mid Valley City 59200  
Kuala Lumpur, Malaysia

**Play now at [iflix.com](http://iflix.com)**