



# CIRCULAR

## The Philippine Stock Exchange, Inc.

<input checked="" type="checkbox"/>	Disclosures	<input type="checkbox"/>	Stockholders' Meeting	Others: _____
<input checked="" type="checkbox"/>	Dividend Notice	<input type="checkbox"/>	SEC / Gov't Issuance	_____
<input type="checkbox"/>	Stock Rights Notice	<input type="checkbox"/>	Transfer Agent's Notice	_____

To : **THE INVESTING PUBLIC AND TRADING PARTICIPANTS**

Company : **PHILIPPINE LONG DISTANCE TELEPHONE COMPANY**

Date : **August 7, 2013**

Philippine Long Distance Telephone Company ("TEL" or the "Company") submitted to the Exchange the attached disclosure pertaining to the following matters approved by the Company's Board of Directors during its meeting held on August 7, 2013:

- A. Declaration of cash dividends; and
- B. Appointment of officers.

In reference to Circular for Brokers No. 148-2003 dated January 21, 2003, please be reminded that the Securities and Exchange Commission, in its letter to the Company dated December 16, 2002, has allowed the Company to set the payment date in accordance with its By-laws and Board Resolution.

Please take note of the following details of the cash dividend declared for shares listed with the Exchange:

**CASH DIVIDEND (Regular):**

**CASH** - **Php 63.00 per outstanding common share**  
**EX-DATE** - **August 27, 2013**  
**RECORD DATE** - **August 30, 2013**  
**PAYMENT DATE** - **September 27, 2013**

For the information and guidance of the investing public.

***(Original Signed)***  
**JANET A. ENCARNACION**  
 Head, Disclosure Department

Noted by:

***(Original Signed)***  
**MARSHA M. RESURRECCION**  
 Head, Issuer Regulation Division

FID/CSD	Market Regulation Division	Issuer Regulation Division	Information Technology Division	Capital Markets Dev't Division	Office of the General Counsel
Tel. No. 688-7561/688-7508	Tel. No. 688-7541	Tel. No. 688-7510	Tel. No. 688-7480	Tel. No. 688-7534	Tel. No. 688-7411



August 7, 2013

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) and Section 17.3 of the Securities Regulation Code, we submit herewith a copy of SEC Form 17-C with respect to certain discloseable events/information.

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

Very truly yours,

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



August 7, 2013

SECURITIES & EXCHANGE COMMISSION  
SEC Building, EDSA  
Mandaluyong City

Attention: Atty. Justina Callangan  
Director - Corporation Finance Department

Gentlemen:

In accordance with Section 17.1 (b) of the Securities Regulation Code, we submit herewith two (2) copies of SEC Form 17-C with respect to certain discloseable events/information.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ma. Lourdes C. Rausa-Chan", is written above the typed name.

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

COVER SHEET

P W - 5 5  
SEC Registration No.

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

(Company's Full Name)

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 . M A K A T I C I T Y

(Business Address: No. Street/City/Town/Province)

ATTY. MA. LOURDES C. RAUSA-CHAN  
Contact person

816-8553  
Contact Telephone No.

1 2 3 1  
Month Day  
Fiscal Year

SEC FORM 17-C  
FORM TYPE

0 6 Every 2<sup>nd</sup>  
Month Day Tuesday  
Annual Meeting

C F D  
Dept. Requiring this Doc.

N/A  
Amended Articles  
Number/Section

12,075  
As of June 30, 2013  
Total No. of Stockholders

Total Amount of Borrowings

NA  
Domestic

NA  
Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

Remarks: Please use black ink for scanning purposes

SECURITIES AND EXCHANGE COMMISSION

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

1. August 7, 2013  
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

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11. Item 9 (Other Events)

We disclose that at the meeting of the Board of Directors of Philippine Long Distance Telephone Company (respectively, the "Board" and the "Company") held on August 7, 2013:

1. The Board declared the following cash dividends out of the unaudited unrestricted retained earnings of the Company as at June 30, 2013, which are sufficient to cover the total amount of dividends declared:
  - a. Regular dividend of ₱63.00 per outstanding share of the Company's Common Stock, payable on September 27, 2013 to the holders of record on August 30, 2013; and
  - b. ₱12,420,000.00 on all of the outstanding shares of the Company's Series IV Cumulative Non-Convertible Redeemable Preferred Stock, for the quarter ending September 15, 2013, payable on September 15, 2013 to the holder of record on August 23, 2013.
2. The Board approved the appointment of the following persons to the positions indicated opposite their respective names:

Name	Position	Effectivity Date
1. Martin T. Rio	First Vice President – Property and Facilities Management	October 22, 2012
2. Walter M. Gaffud	Vice President – HOME Sales and Distribution	May 1, 2013
3. Joseph Ian G. Gendrano	Vice President – Corporate Relationship Management A	May 1, 2013
4. John John R. Gonzales	Vice President – Corporate Relationship Management F	June 1, 2013

Pursuant to the requirements of the Securities Regulation 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

August 7, 2013