



May 5, 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:

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



May 5, 2015

SECURITIES & EXCHANGE COMMISSION  
SEC Building, EDSA  
Mandaluyong City

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

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,

  
**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

17	-	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

8	1	6	8	5	5
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Mobile Number

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No. of Stockholders

11,864
As of March 31, 2015

Annual Meeting  
Month/Day

Every 2 <sup>nd</sup> Tuesday of June
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Fiscal Year  
Month/Day

December 31
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## CONTACT PERSON INFORMATION

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

Name of Contact Person

Ma. Lourdes C. Rausa-Chan
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Email Address

lrchan@pldt.com.ph
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Telephone Number/s

8	1	6	8	5	5
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Mobile Number

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Contact Person's Address

MGO Building, Legaspi St. corner Dela Rosa St., Makati City
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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. May 5, 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)

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 May 5, 2015:

1. The Board noted and confirmed the appointment of Sycip Gorres Velayo & Co. as the Company's external auditors to audit the financial statements of the Company for the year 2015 by the Audit Committee in its meeting held on May 4, 2015;
2. The Board declared the following cash dividends out of the audited unrestricted retained earnings of the Company as at December 31, 2014, which are sufficient to cover the total amount of dividends declared:
  - a. ₱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 June 15, 2015, payable on June 15, 2015 to the holder of record on May 26, 2015.
  - b. ₱1.00 per outstanding share of the Company's Series II 10% Cumulative Convertible Preferred Stock, for the annual period ending April 30, 2015, payable on May 30, 2015 to the holder of record on May 19, 2015.
3. The Board approved the following key changes in the PLDT Group's organization to reinforce its mission as the leading provider of digital services to the consumer and enterprise. These changes will enable the various business units of PLDT and its subsidiaries to be more customer-focused as well as to more effectively harness the resources of the entire Group to develop and deliver relevant, innovative services to its customers – both consumers and enterprises:

**COMMERCIAL**

- **Charles A. Lim**, currently Executive Vice President/Head for Individual Wireless Business, will be tasked to establish and head the Wireless Strategic Investments and Acquisition Group. Mr. Lim was responsible for growing the Individual Postpaid, Broadband and Mobile Internet businesses. His strong leadership background in telecommunications will be critical to concretizing potential global business ventures, expansions, and partnerships.
- **Isaias P. Fermin**, currently Executive Vice President/ Head for PLDT Home, will expand his role to assume leadership of the entire Consumer Business, recognizing that the Individual and Home Businesses are symbiotic and complementary. Technology has transformed the home from what used to be a closed, shared network environment into a "boundary-less" one, as people comprising the home have evolved into a set of highly mobile, digitally-driven and digitally-centric individuals. Mr. Fermin has spearheaded the growth of the Home business on the back of an aggressive broadband program and will bring this knowledge and experience to this collective business.

These changes will have effect on 18<sup>th</sup> May 2015.

## CORPORATE STRATEGY

**Winston L. Damarillo** has been appointed with immediate effect as Chief Strategy Officer (CSO) for the PLDT Group. He will be instrumental in developing, communicating, executing, and sustaining strategic initiatives. He is also concurrently President/CEO of Talas, the Group's Big Data Unit. For synergies within the PLDT Group, he will closely partner with Enterprise Business Head/Executive Vice President Ernesto R. Alberto and Consumer Business Head/Executive Vice President Isaias P. Fermin. He will also closely collaborate with Mr. Orlando B. Veja for the roadmap of our Group's digital strategy. Mr. Damarillo is a technology entrepreneur with a proven track record in Enterprise Software. He has founded several companies across the ASEAN region and his most recent stint was as Chairman and CEO of AGSX which specializes in digital enterprise transformation.

## TECHNOLOGY

**Joachim Horn** has been named the Chief Technology and Integration Advisor for the PLDT Group's entire Network and Information Technology domains. Mr. Horn has over thirty (30) years of global experience in telecommunications having worked at Siemens, T-Mobile, and Bharti Airtel. His last assignment was Group CTIO at Tele2 based in Sweden. He has managed teams of up to 7,000 members and his regional experience in Asia covered Indonesia and India.

## VOYAGER

With the PLDT Group's increased thrust in building and growing digital business streams, Smart founder **Orlando B. Veja** will lead and drive the Group's digital offensive in his capacity as President/CEO of Voyager Innovations, Inc. and its subsidiaries. Voyager is the Group's unit focused on creating and delivering innovative, digitally-centric solutions and services. More than twenty one (21) years ago, Mr. Veja's vision of putting a cellular phone in the hand of every Filipino propelled Smart from a start-up to the largest mobile operator that it is today. His entrepreneurial leadership will be crucial in reaping the full potential of Voyager in the soonest possible time.

As media usage and consumption becomes increasingly digital in form, the Group's media resources will now become part of Voyager. As head of the Multimedia vertical, Mr. Emmanuel Ramon C. Lorenzana, President/CEO of Mediaquest, TV5 and Cignal TV, will work closely with Mr. Veja to chart this digital course.

## FINANCE

- **Anabelle L. Chua**, currently the Chief Financial Officer of Smart, has been appointed Chief Financial Officer for the PLDT Group with effect 18<sup>th</sup> May 2015. She will continue to concurrently hold her position of Senior Vice President for Corporate Finance at PLDT. Ms. Chua has been a key member of the deal teams that handle the Group's various mergers and acquisitions and other financial initiatives. She has been vital in raising the Group's standard of financial reporting to comply with international regulatory requirements. Ms. Chua also serves as Board Director for a number of companies within the PLDT Group and a member as well of the Board of Directors of the Philippine Stock Exchange.

- **June Cheryl A. Cabal-Revilla** will become Chief Financial Officer for Smart and DMPI/Sun Cellular and PLDT Group Controller with effect 18<sup>th</sup> May 2015, concurrent with her present assignment as PLDT's Head of Financial Reporting and Controllership. Chaye was also CFO of ePLDT and PLDT Global, in addition to Signal TV and all of the PLDT Fixed Line telco-related subsidiaries such as ClarkTel, Subictel, and Maratel. She also heads *Gabay Guro*, one of the biggest CSR advocacies for teachers nationwide.
- **Leo I. Posadas** will be appointed Treasurer of the PLDT Group with effect 18<sup>th</sup> May 2015 concurrent with his position as Head of Treasury Center of PLDT. Leo has been leading treasury operations for the PLDT Group for the past few years.

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

May 5, 2015