

2015

Good
Governance
Means
Good
Business

Good Governance Means
GOOD BUSINESS

**Respect diversity.
Work with unity.**

Each one of us
is important.
We all contribute
to the good
of the whole.



FAIRNESS



Good Governance Means
GOOD BUSINESS

No matter what happens,
we stay strong. We stay intact.

In the face of challenges,
we do not break down, we do not fall apart.



Good Governance Means
GOOD BUSINESS

Fulfill our duty,
no matter what happens.

We are accountable for the work we do.
Stay the course, no matter how rough
the road may be.



ACCOUNTABILITY



Good Governance Means
GOOD BUSINESS

Always show the truth.

Honesty and order inside
shines through on the outside.



TRANSPARENCY



PLDT



SMART

ePLDT



PLDT
Global



SUN
SOLAR



DIGITELE