



September 30, 2015

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

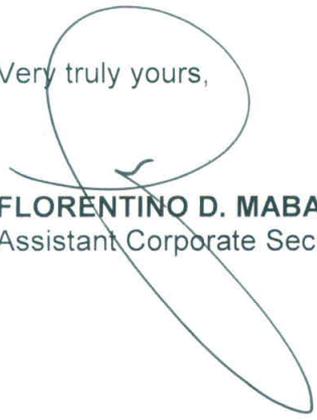
Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

We submit herewith a copy of SEC Form 17-C with a copy of a press release attached thereto entitled "PLDT launches PLDT Capital to create an Innovation Gateway between Los Angeles, Silicon Valley and Southeast Asia."

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

Very truly yours,


FLORENTINO D. MABASA, JR.
Assistant Corporate Secretary



September 30, 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 launches PLDT Capital to create an Innovation Gateway between Los Angeles, Silicon Valley and Southeast Asia."

Very truly yours,

FLORENTINO D. MABASA, JR.
Assistant 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

11,831
As of August 31, 2015

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. September 30, 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

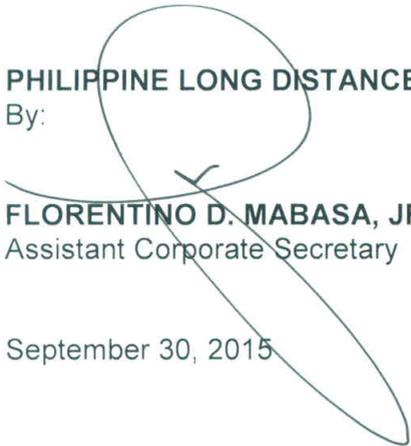
11. Item 9 (Other Events)

Attached hereto is a Press Release entitled "PLDT launches PLDT Capital to create an Innovation Gateway between Los Angeles, Silicon Valley and 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:



FLORENTINO D. MABASA, JR.
Assistant Corporate Secretary

September 30, 2015

PLDT launches PLDT Capital to create an Innovation Gateway between Los Angeles, Silicon Valley and Southeast Asia

PLDT Capital targets investments in mobile engagement platforms, content, m-commerce and digital services

MANILA, Philippines, September 30, 2015 – Philippine Long Distance Telephone Company (“PLDT”) (PSE: TEL) (NYSE: PHI) announced today the formation of PLDT Capital, the newly created investment arm of the PLDT Group. Its mission is to connect the PLDT Group of Companies with leading companies in Silicon Valley and around the world.

PLDT Capital will be led by Managing Directors Winston Damarillo (Chief Strategy Officer of PLDT) and Anabelle Chua (Chief Financial Officer of PLDT). PLDT Capital expects to invest up to \$50M in 2015 to support PLDT business units—which include Smart, ePLDT, Digital5 and Voyager—grow their portfolio of digital services in the Philippines, in the rest of Southeast Asia, and other developing economies of the world.

“The PLDT Group serves more than 70 million mobile and internet customers in the ASEAN region,” says Winston Damarillo, Managing Director of PLDT Capital. *“In addition to investments, PLDT Capital aims to become the gateway for the most promising startups to expand their opportunities to the fast growing digital consumers in the ASEAN region.”*

The PLDT Group has recently made investments through its corporate development initiative, notably in Rocket Internet, among others. PLDT Capital is specifically created to focus on investments that support the PLDT core businesses.

“PLDT Capital serves as an important pillar to sustain our Digital Pivot,” says Manuel V. Pangilinan, Chairman of the PLDT Group. *“To provide the best possible Digital Experience to our customers, we must collaborate with world class companies. We*

look forward to bridging the best of Silicon Valley talent with our own Filipino innovators to expand the opportunities of PLDT.”

PLDT Capital will be supported by a team of strategists, engineers, and product managers who will also be identified from the Group. PLDT Capital has formally started operations in El Segundo, within Los Angeles County, California, and has presence in Silicon Valley.

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About PLDT

PLDT is the leading telecommunications service provider in the Philippines. Through its principal business groups – fixed line, wireless and others – PLDT offers a wide range of telecommunications 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.

Contact person:

Ramon R. Isberto
PLDT Spokesperson
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Fax No.: +63 2 5113100