



November 13, 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 Partners with US Fan App Developer, Hopscotch."

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



November 13, 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 Partners with US Fan App Developer, Hopscotch."

Very truly yours,

A large, handwritten signature in black ink, appearing to read "Florentino D. Mabasa, Jr.", is written over the typed name and extends upwards into the "Very truly yours," line.  
**FLORENTINO D. MABASA, JR.**  
Assistant Corporate Secretary

### COVER SHEET

SEC Registration Number

P W - 5 5

Company Name

PHILIPPINE LONG DISTANCE TELEPHONE COMPANY

Principal Office (No./Street/Barangay/City/Town/Province)

RAMON COJUANGCO BUILDING MAKATI AVENUE MAKATI CITY

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

11,844 As of October 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.

**11. Item 9 (Other Events)**

Attached hereto is a Press Release entitled "PLDT Partners with US Fan App Developer, Hopscotch."

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

November 13, 2015

**PLDT Partners with US Fan App Developer, Hopscotch  
Engages Digital 5 to Go to Market in the Philippines**

**MANILA, Philippines / LOS ANGELES, USA, November 13, 2015** -- Leading telecom and digital services provider Philippine Long Distance Telephone Company (“PLDT”) (PSE: TEL) (NYSE: PHI) has entered into a partnership with US-based fan app developer, Hopscotch, to market and exclusively distribute Hopscotch’s mobile solutions in Southeast Asia. The company’s investment arm, PLDT Capital, has put \$US1M into the partnership, which has already produced apps for fans of the Philippine Basketball Association, E-Sports Gaming Summit and the Ariana Grande, Imagine Dragons and Maroon 5 concerts.

PLDT Capital’s co-managing director Winston Damarillo encouraged sports teams, retail brands and events companies to grow their fan base and consumer loyalty through custom applications built on Hopscotch’s platform.

“More and more Filipinos are starting to use their smartphones to connect with brands, and Hopscotch provides businesses, both large and small, the opportunity to engage with their customers in a more personalized way,” he said.

In as little as two weeks, businesses can customize their own apps by dragging and dropping video, music and social media assets into a Content Management System. The interface can also deliver audience insights and revenue reports on merchandise and ticket sales, enabled by plug-and-play services integrated into the platform.

PLDT Capital has engaged local digital content provider, MediaQuest Holdings’ Digital5, to go to market in the Philippines. Head of Digital5, Coach Chot Reyes, said he planned to offer creative services to produce cutting-edge graphics and short-form videos to be seeded within the app.

“A lot of companies can build apps, but the key is to give fans a reason to keep using them - this drives engagement, and provides stickiness for our partners.”

MediaQuest President and CEO Noel Lorenzana said Digital5’s participation in the deal underscored the company’s commitment to capture Filipino viewers across all kinds of screens.

“Many of them are now digital natives and look to their devices for content that is tailored for them,” he said.

Apart from servicing a string of sports teams and venues, Hopscotch recently designed and delivered mobile apps for two of the world’s most celebrated live events, New York Fashion Week and Taste of London.

Founder and CEO of Hopscotch, Laurence Sotsky, expressed his excitement over expanding into Asia.

“We’re thrilled to partner with the PLDT Group as our exclusive distributor in the ASEAN Region,” he said. “Not only does this partnership expand Hopscotch’s footprint into Southeast Asia, but it also gives us access to a wide variety of large-scale opportunities across sports, entertainment and retail.”

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**About Hopscotch**

Hopscotch is a mobile engagement platform company for sports teams and event organizers. Hopscotch offers a complete set of in-venue and out-of-venue mobile services that inspire long-term fan loyalty and unlock new revenue streams. Hopscotch is founded on the principle that mobile apps should be easy – easy and fun to use and a snap for customers with any size budget to manage. Hopscotch's modular platform architecture enables quick and easy integrations with customers' most important partners. To find out more about Hopscotch, visit <http://www.gohopscotch.com>.

**About PLDT**

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

**About Digital5**

**Digital5** is the online programming division of TV5 Network, Inc. It produces lifestyle, travel, news, business, sports and comedy content, distributed across its online portals tv5.com.ph, news5.com.ph, sports5.ph. It also co-managed the news portal, InterAksyon.com, and is owned by MediaQuest Holdings under TV5 Network, Inc.

**About MediaQuest**

MediaQuest Holdings, Inc. is a media-holding company with interests in free TV, pay TV, radio, and print. MediaQuest owns Signal TV, Inc., the number one pay TV subscription service via satellite and terrestrial wireless transmission under the brand name Signal, with 1 million subscribers nationwide and TV5 Network Inc. (TV5), the third largest free-to-air television channel broadcasting all over the Philippines. MediaQuest also holds controlling interests in PhilStar Daily, Inc. and BusinessWorld Publishing Corporation (BusinessWorld). Established in 1999, MediaQuest is a wholly owned subsidiary of the PLDT Beneficial Trust Fund.

**Contact person:**

**Ramon R. Isberto**  
**PLDT Spokesperson**  
**Tel. No.: +63 2 5113101**  
**Fax No.: +63 2 5113100**