



March 10, 2016

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 investment in *iflix* converted into shares."

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

Very truly yours,


MA. LOURDES C. RAUSA-CHAN
Corporate Secretary



March 10, 2016

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 investment in *iflix* converted into shares."

Very truly yours,


MA. LOURDES C. RAUSA-CHAN
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

11,817
As of February 29, 2016

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. March 10, 2016
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 investment in *iflix* converted into shares."

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:



MA. LOURDES C. RAUSA-CHAN

Corporate Secretary 

March 10, 2016

PLDT investment in *iflix* converted into shares

MANILA, Philippines, Month 11, 2016 – Leading telecoms and digital services provider PLDT disclosed today that its USD15 million investment in *iflix* has been converted from convertible notes into ordinary shares of stock after Southeast Asia’s leading internet TV service provider completed this week a new round of funding led by Sky PLC, Europe’s leading entertainment company and the Indonesian company Emtek Group, through its subsidiary PT Surya Citra Media Tbk (SCMA)

PLDT’s shares account for 7.5% of the total equity stock of *iflix* which had a post money valuation of USD450 million following the investment of Sky Plc amounting to USD45 million and the additional investment by SCMA.

Under the terms of its initial investment in *iflix* in April 2015, whereby PLDT subscribed for non-redeemable convertible notes, the new round of funding triggers the automatic conversion of the Company’s convertible notes into ordinary shares and the termination of the Convertible Note Agreement.

The fresh funds raised by *iflix* will be used to accelerate its growth in Malaysia, Thailand and the Philippines, as well as for expansion into new markets. As of end-2015, the internet TV service had a total of over a million subscribers, the majority of which are in the Philippines.

In a statement, Sky PLC said that, apart from investing in *iflix*, the two parties will hold further discussions to identify areas of future collaboration in the high-growth emerging markets in which *iflix* operates.

Listed on the London Stock Exchange, Sky plc is Europe’s largest media company. It operates a satellite broadcasting service and an on-demand internet video streaming

service as well as broadband and telephone services. Europe's leading investor in television content, Sky serves 21 million customers in 5 European countries – UK, Ireland, Germany, Australia and Italy.

PLDT has partnered with *iflix* to offer to subscribers of its DSL and fiber-to-the-home services and to mobile subscribers of its wireless brands Smart and Sun the largest library of top U.S., Asian and local TV shows and films available in the region at very affordable prices.

“This new round of funding validates our investment in *iflix* last year. It enables the company to further strengthen its leadership position and improve its Internet TV services to the benefit of subscribers, particularly those of PLDT and Smart,” said Manuel V. Pangilinan, PLDT and Smart Chairman and CEO.

A copy of the *iflix* Press Statement is attached for additional reference.

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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.

Contact person:

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

FOR IMMEDIATE RELEASE**IFLIX WELCOMES NEW INVESTORS - SKY PLC AND EMTEK GROUP**

KUALA LUMPUR, 9 March 2016 – iflix, Southeast Asia’s leading Internet TV service, offering subscribers unlimited access to tens of thousands of hours of entertainment for a low monthly price, today announced the completion of a large new round of funding, led by Sky PLC, Europe’s leading entertainment company. Indonesian company Emtek Group, through its subsidiary Surya Citra Media, one of Indonesia’s leading television and content companies, also participated in the round.

The funds will help accelerate the company’s growth in Malaysia, Thailand and the Philippines, and will be used for expansion into new markets on the back of strong demand for the service.

iflix co-founder and Group CEO, Mark Britt said: “We are thrilled to welcome Sky to the iflix family. As pioneers of the global broadcasting industry and true leaders in television and media, they share our passion for delivering market-leading content and services through innovation. We are also pleased that Sky will further their commitment by appointing a Director to the board of iflix.”

Britt continued, “In response to both the rapid growth and customer adoption in our existing markets and strong demand from new markets, we have decided to accelerate our expansion plans for the business sooner than expected. The investment will support our continuing commitment to providing our members with the best in entertainment.”

Andrew Griffith, Group Chief Financial Officer, Sky commented: “iflix has quickly established itself as Southeast Asia’s most exciting and fastest-growing streaming TV service. There are lots of opportunities for Sky and iflix to work together and share expertise as both companies continue to expand. We are really looking forward to supporting Mark and his team deliver their ambitious plans.”

Now available in Malaysia, Thailand and the Philippines, iflix will continue to roll out its world-



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class service to additional key Southeast Asian markets in the coming months. With over 1 million members in the region, iflix offers consumers the largest library of top Hollywood, Asian regional, and local TV shows and movies available in Southeast Asia. Each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever. iflix subscribers can also download TV shows and movies from iflix's extensive library for offline viewing. The service is priced at only RM8 per month in Malaysia for unlimited access with no ads!

For new subscribers, iflix offers a complimentary 30-day trial with full access to its world-class service, features and content, with no credit card or payment details required. Go to www.iflix.com to register.

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ABOUT IFLIX

iflix is Southeast Asia's leading Internet TV service, offering users unlimited access to tens of thousands of hours of top TV shows and movies from all over the world. With a huge selection of your favorite comedies, drama, K-drama, cartoons plus movies from Hollywood, The UK, Asia and more, iflix places the entertainment you want at your fingertips. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

ABOUT SKY

Sky is Europe's leading entertainment company, serving 21 million customers across five countries: UK, Ireland, Germany, Austria and Italy. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of £4.9 billion. The group employs 30,000 people and is listed on the London Stock Exchange (SKY).



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For more information visit www.sky.com/corporate

For media enquiries, please contact:

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