

PLDT Organization Announcement

Further to the announcement released today, and in addition to the senior management changes announced last April 2015 as described below, Philippine Long Distance Telephone Company (PLDT) wishes to advise the following senior management appointments with effect 1st January 2016. All these changes are being made to accelerate the digital transformation and enhance the technological capabilities of the PLDT Group.

Under Ariel P Fermin's Consumer Division (which includes PLDT Home and the Wireless Group of Smart, Sun Cellular and TNT)

- Katrina “Kat” Luna-Abelarde takes on the role of Wireless Consumer Operations Head, overseeing marketing, sales and operations, including product development, analytics, customer care and credit and collection.
- Oscar “Renren” Reyes, Jr assumes the position of PLDT Home Operations Head, overseeing marketing, sales and operations, including product development, analytics, customer care and credit and collection.

Both Kat and Renren will report directly to Ariel.

Under Eric R Alberto's Enterprise Division:

- Albert Mitchell “Mitch” Locsin will become Head of SME Business, replacing Kat Luna.

Under Chief Technology and Information Advisor Joachim “Jorn” Horn:

- Under Jorn's leadership, we have undertaken a major upgrade in all aspects of Network and IT, especially in their re-organization and staffing. The major elements to the Technology Organization are: Planning and Engineering, Build, Operations, Project Management, Service Platforms, and IT. Jorn will be assisted by a team of experienced staff and advisors, culled from internal Network staff and from global telco operators.

Under Victorico “Ricky” P Vargas of the recently formed Business Transformation Office (BTO):

- Ricky will be appointed as an officer of First Pacific Company (FPC) effective 1st January 2016 with the mandate of handling the business transformation efforts of companies within the FPC group. As such, he will head this BTO and, in the first instance and as priority, drive the transformation-related activities of the PLDT Group, including the organization and human capital requirements of a digital company. In this

regard, the Chief Strategy Office (CSO) under Winston Damarillo and any other strategic transformation-related initiatives will be fused into the BTO, and accordingly should form an integral part of the BTO.

Under Chief Strategy Advisor Winston Damarillo

- The CSO, under Winston Damarillo, will spearhead the acceleration of digital platform and delivery initiatives to improve the consumer experience. As well, we have established PLDT Capital to serve as an innovation gateway between Silicon Valley, Los Angeles and the Philippines.

Under Orlando “Doy” B Vea, CEO of Voyager (PLDT’s Digital Innovation Unit for New Businesses):

- Duane Williams has been named Voyager Group Chief Financial Officer. Duane has worked with SAP, Boston Consulting and has had extensive experience in Silicon Valley. He brings a fresh perspective to our digital initiatives and a contemporary view on the value and contribution of these initiatives. Jun Calica remains as Chief Financial Officer for Voyager Philippines, reporting to Duane.

Under Menardo “Butch” G Jimenez, Jr, Group Human Resources (HR) Head

- Management has consolidated all major groups of Fixed and Wireless under single leaders to accelerate integration and synergy efforts. Following this principle, all HR units of the PLDT Group will now report to Butch as the Group HR Head. Butch’s mandate is to ensure that our manpower rebuilding strategy will support our digital pivot. This will entail a review of culture, policies, skill sets, procedures and workplace environment, aligning them to fit the requirements of a digital company.

The foregoing appointments serve to reinforce the previous changes announced last April 2015, namely:

- Ariel P Fermin as Head of Consumer Division for both Wireless and Home
- Anabelle L Chua as Chief Financial Officer for the PLDT Group
- Winston Damarillo as Chief Strategy Advisor, President of Talas Data Intelligence, Inc and Managing Director of PLDT Capital
- Joachim Horn as Chief Technology and Information Advisor
- June Cheryl C Revilla as Chief Financial Officer for Smart Communications, Inc and PLDT Group Controller

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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.

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