



August 18, 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 refer to your letter dated August 17, 2015 requesting for clarification and/or confirmation of the news article entitled "PLDT buys IT firm for \$10M" published in the August 17, 2015 issue of the Malaya Business Insight. The article reported in part that:

"PHILIPPINE Long Distance Telephone Co. (PLDT) Group has acquired an online payment solution company for about \$10 million as part of its digital initiatives to regain market lead.

On top of its record-high capital expenditure this year of P43 billion, PLDT Group has earmarked \$100 million to acquire at least 10 companies with a full range of internet opportunities.

'There's no fixed size (of a company) we intend to buy). It depends on the opportunity itself. iFlix is \$15 million, we bought Payware for less than \$10 million,' Manuel Pangilinan, PLDT chairman, said in an interview on the sidelines of the TackThis trade launch last week.

Pangilinan said PLDT has signed an agreement to formalize the acquisition of the new company, which is expected to be launched soon.

PLDT Group eyes to acquire several information technology companies in Europe, United States and some part of Asia.

....

The Payware services will be integrated with TackThis, an online store creator that offers premium concierge services to help thousands of businesses build their own branded digital commerce footprint.

...."

We confirm that consistent with the PLDT Group's focus to build Voyager Innovations Inc. ("Voyager Innovations") into a digital economy platforms enabler, Voyager Innovations through Takatack Pte. Ltd., recently entered into an agreement for the purchase of the issued share capital of Paywhere Pte. Ltd. ("Paywhere") for a total cash consideration of US\$5.0 million. The acquisition is expected to be completed within the third quarter of 2015, subject to the fulfillment of certain closing conditions. Of the US\$5.0 million consideration, US\$3.0 million will be paid upfront at completion date while the balance of US\$2.0 million will be payable to certain of the vendors as deferred consideration.

Paywhere is a Singapore-based e-commerce platform start-up which powers the on-line store creator TackThis!, a cloud-based e-commerce platform that operates on a software-as-a-service (SaaS) model. TackThis! enables entrepreneurs and businesses to set up their online store in just a few steps and allows them among other things to showcase their products on various online platforms. TackThis! is complemented by Takatack, which serves as an online shopping discovery platform for various products including those posted using TackThis!

Voyager Innovations has been working with Paywhere in marketing TackThis! in the Philippines since 2014.

Respectfully yours,


MA. LOURDES C. RAUSA-CHAN
Corporate Secretary



August 18, 2015

SECURITIES & EXCHANGE COMMISSION
SEC Building, EDSA
Mandaluyong City

Attention: Mr. Vicente Graciano P. Felizmenio, Jr.
Director – Markets and Securities Regulation Dept.

Gentlemen:

In compliance with Section 17.1 (b) of the Securities Regulation Code and SRC Rule 17.1, we submit herewith two (2) copies of our letter dated August 18, 2015 to the Philippine Stock Exchange, Inc. in response to their letter dated August 17, 2015 requesting for clarification and/or confirmation of the news article entitled "*PLDT buys IT firm for \$10M*" published in the August 17, 2015 issue of the Malaya Business Insight.

Respectfully yours,


MA. LOURDES C. RAUSA-CHAN
Corporate Secretary

COVER SHEET

SEC Registration Number

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

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Department requiring the report

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Secondary License Type, If Applicable

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COMPANY INFORMATION

Company's Email Address

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Company's Telephone Number/s

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| 8168553 |
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Mobile Number

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No. of Stockholders

| |
|-------------------------------|
| 11,845 As of July 31, 2015 |
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Annual Meeting
Month/Day

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|---------------------------------------|
| Every 2 nd Tuesday of June |
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Fiscal Year
Month/Day

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| December 31 |
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CONTACT PERSON INFORMATION

The designated contact person ***MUST*** be an Officer of the Corporation

Name of Contact Person

| |
|---------------------------|
| Ma. Lourdes C. Rausa-Chan |
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Email Address

| |
|--|
| lrcchan@pldt.com.ph |
|--|

Telephone Number/s

| |
|---------|
| 8168553 |
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Mobile Number

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Contact Person's Address

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|---|
| MGO Building, Legaspi St. corner Dela Rosa St., Makati City |
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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. August 18, 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 copy of our letter to the Philippine Stock Exchange, Inc. in response to their letter dated August 17, 2015 requesting for clarification and/or confirmation of the news article entitled "PLDT buys IT firm for \$10M" published in the August 17, 2015 issue of the Malaya Business Insight.

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 ✓

August 18, 2015