



Media Release
29th September 2016

Philippines Update

Highlights:

- **PLDT launches Family Zone partnership to the media, industry analysts and celebrities**
- **Consumer launch targeted for early November**
- **Julius Manuel Mallari hired as Philippines Country Manager**
- **Family Zone sets up Filipino call centre**

PLDT officially launched their partnership with the Family Zone at a high profile media event in Manila. Hosted by PLDT Chairman Manuel V. Pangilinan and attended by Family Zone co-founder and Executive Director Crispin Swan, the audience heard of the many innovative Family Zone features due to be launched in November.

PLDT (PSE:TEL) is the leading telecommunications, digital and multimedia service provider in the Philippines with approximately 70 million subscribers. Through its principal business groups – fixed line, wireless and others - PLDT offers a wide range of digital and telecommunications services across the Philippines.

The Family Zone Box and App will be co-branded with PLDT and offered to new and existing customers, providing Filipino parents with much needed peace of mind whenever and wherever their kids are online.

Of the partnership with Family Zone, PLDT and Smart EVP and Consumer Business Group Head Ariel P. Fermin said, "This is a game-changing partnership for us and we are confident that, together, PLDT HOME and Family Zone will set a new bar in multimedia and digital services for Filipino families. We are honoured to work with a renowned brand that shares our mission of empowering our subscribers with the strongest connections and the most innovative technology solutions."

Commenting on the alliance co-founder and Managing Director Tim Levy said, "We are extremely excited to be working with PLDT. A major global carrier, an innovator and a company that shares our commitment to family and community. We're delighted to be a part of PLDT's vision for "creating a better tomorrow".

Julius Manuel Mallari has joined the Family Zone team to take responsibility for the day-to-day management of the PLDT account and growth of the Filipino market. A professional with over 20-year experience selling into and managing Filipino Telco's, Julius possesses the skills, local knowledge and executive relationships to achieve major success in this key market. As a parent of 5 children Julius knows all too well how important the Family Zone is for Filipino families.

In order to provide PLDT and its customers with the best possible local support, Family Zone has established a Manila-based support centre via outsourcing partner AcquireBPO. This team has responsibility to address all calls escalated from PLDT's first line call centre. The team, which can be scaled up quickly and cost effectively, is shortly to receive detailed training from the Head of Family Zone's Australian call centre. In the future this team will provide 24 x 7 support for other markets as they come on line.

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About Family Zone

Family Zone is an Australian owned and operated technology company focused on the cyber safety market. Meeting a growing demand to keep kids and families safe online, Family Zone has developed a unique and innovative cloud-based parental control solution which combines Australian innovation with leading global technology.

See more by visiting our website: www.familyzone.com

About PLDT HOME

PLDT HOME is the Philippines' leading broadband and digital services provider that allows seamless, simultaneous streaming in all devices at home. PLDT brings the finest options when it comes to telecommunications solutions. Whether it's high-speed Internet connection, a landline or a combination of both, PLDT HOME has the right package.

Read more about PLDT HOME at www.pldthome.com



Image: PLDT and Family Zone launch held at Shangri-La Manila hosted by PLDT and Smart Chairman Manuel V. Pangilinan

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