

DIGITAL PHILIPPINES

Asia Pacific's Next Hyperscale Market Destination



DIGITAL PHILIPPINES AT A GLANCE

Famously called “The Social Media Capital of the World”, the Philippines consistently ranks as the top country in the world with the most time spent on social media for 6 years running. Filipinos’ average time spent daily on the internet is 10.5 hours versus the global average of 2.45 hours. Filipinos rank within the top 20 of the most popular social media sites worldwide. This is unsurprising given that the Philippine population is the second largest and youngest in Southeast Asia. With a population of 112 million, 82.4% use social media, and this number continues to increase annually.

Filipinos are digitally adept and are early adopters of new innovations. Mobile connections in the country is equivalent to 140% of the population – with some users owning more than just one mobile device. Consumer spend on mobile apps was at \$170M in 2021 and the e-commerce industry is forecast to grow at an annual growth rate of 17% by 2025. This promising growth trajectory makes the country an ideal destination for those who are not just looking for digital eyeballs – but also the wallet to size to back it up.

Source:
Kemp, Simon. (2022, February 15). Digital 2022: The Philippines. DataReportal. <https://datareportal.com/reports/digital-2022-philippines>
Statista (2022, March 23). Average daily time spent using online media in the Philippines 3rd quarter 2021, by activity. <https://www.statista.com/statistics/803812/daily-time-spent-using-online-media-by-activity-philippines/>
International Trade Administration (2022, July 25). Philippines – eCommerce. <https://www.trade.gov/country-commercial-guides/philippines-e-commerce>

Filipinos Spend The Most Time Online

The ‘Social Media Capital Of The World’



92M

Active Social Media Users



156.5M

Mobile phone connections
140% Mobile Penetration



10.5hrs

Average hours on the internet,
1st in the world



26years

Median age



The Philippines’ Global Standing in Social Media



6th

Highest number of
facebook users



11th

Highest number of
Twitter users



7th

Highest number of
TikTok users



12th

Highest number of
YouTube users

112M

Total Population
2nd highest in SEA

96.3%

Literacy Rate

750,000

Graduates per year

Source:
Kemp, Simon. (2022, February 15). Digital 2022: The Philippines. DataReportal. <https://datareportal.com/reports/digital-2022-philippines>
Dixon, S. (2022, July 27). Countries with most Twitter users 2022. <https://www.statista.com/statistics/242606/number-of-active-twitter-users-in-selected-countries/>
Dixon, S. (2022, May 23). Countries with the most Snapchat users 2022. <https://www.statista.com/statistics/315405/snapchat-user-region-distribution/>

Thriving Economic Profile

Strategically located at the heart of Southeast Asia, the Philippines' location is a critical entry point to over 680 million people in the ASEAN Market, and a natural gateway to the Asia Pacific Region. It is one of the world's most promising destinations for foreign investments, with the United Nations Conference of Trade and Development ranking the country 10th in the world.

The Philippines is among the 'Tiger Cub Economies' in Asia, with the International Monetary Fund forecasting a strong economic growth for the country thanks to government policies supporting economic growth.

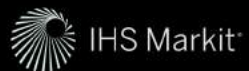
Gross Domestic Product (GDP) Growth 5.6% in 2021, beating SEA targets

Figure 1. Gross Domestic Product (At Constant 2018 Prices)
Year-on-Year Growth Rates (in percent)
Q1 2018-2019 to Q4 2020-2021



\$1 Trillion

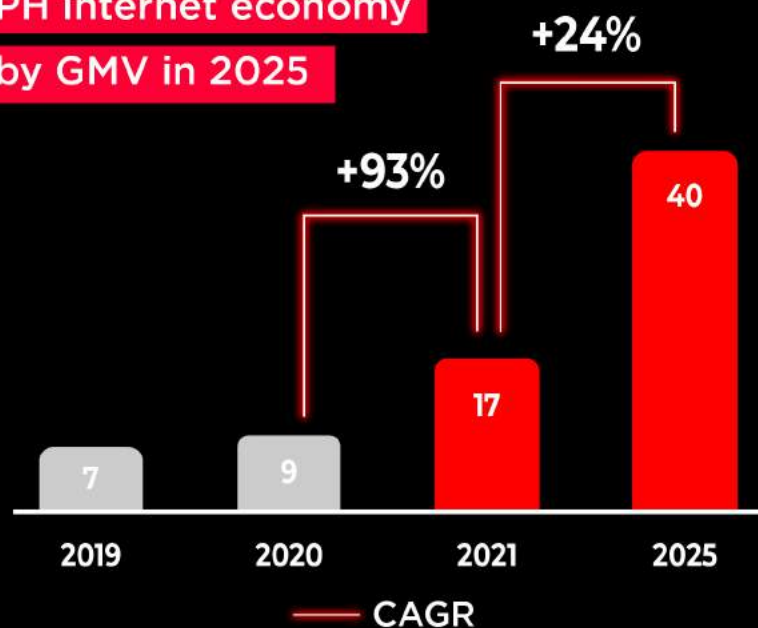
Philippine GDP by 2033



Philippines' Internet Economy by Gross Merchandise Value (\$B)

\$40 Billion

**PH internet economy
by GMV in 2025**



**All SEA markets exhibited
double-digit growth in 2021
with PH leading by a margin**

Google TEMASEK BAIN & COMPANY

**In 2022, the Philippines is expected
to lead tech spending growth in Asia
ahead of Vietnam and Malaysia**

FORRESTER

Ease of Doing Business

The Philippine government has taken great strides in encouraging direct foreign investment in the recent years—implementing various programs and policies to actively support the digital transformation and growth in the country.

It has a business-friendly economy, and a comprehensive incentive package for foreign investors. The inclusion of hyperscalers and data centers in DTI's Strategic Investment Priorities Plan (SIPP), CREATE Act, cloud-first strategy starting with all federal and local government, and Anti-Red Tape Authority (ARTA) are some of the government-initiatives in making sure that the Philippines is a safe, and highly-promising investment proposition for investors.

The Philippines' digital infrastructure is set-up competitively, and according to global standards to cater to foreign investors requirements. There is an abundance of investment opportunities especially for those companies looking to dominate the cloud service industries, data centers, and others.

World-Class Digital Infrastructure

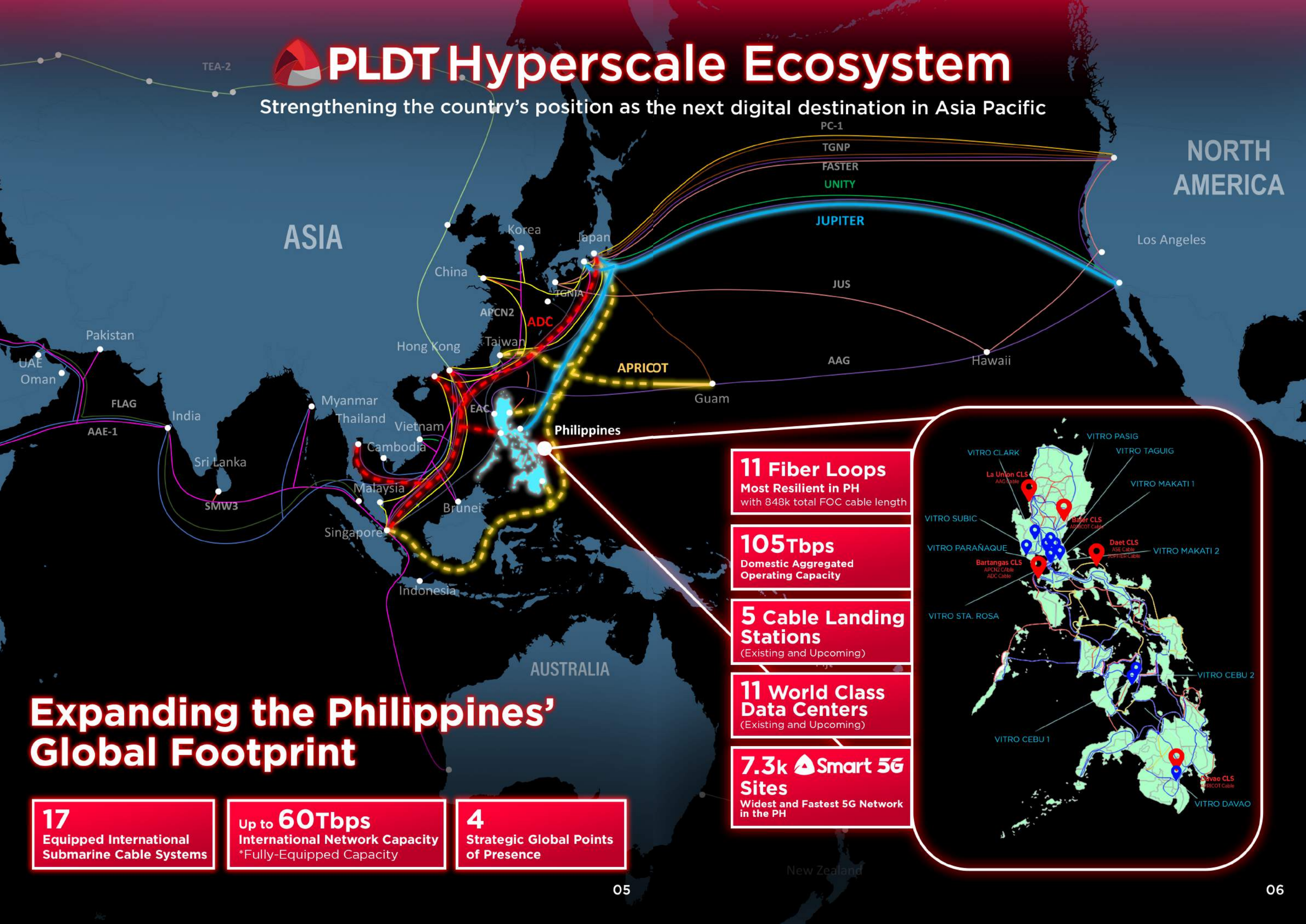
PLDT is the leading telecommunications and digital services provider in the Philippines. Through its principal business groups—fixed line, ICT and others—PLDT offers a wide range of telecommunications and digital services through its most extensive fiber optic backbone, fixed line and cellular networks servicing to their over 76M network subscribers, and 200,000 enterprise customers.

Dedicated to providing world-class digital solutions and services, PLDT has strategic, and reliable international cable systems and market-leading data center network in place to elevate the hyperscale ecosystem of the Philippines and Asia Pacific.



PLDT Hyperscale Ecosystem

Strengthening the country's position as the next digital destination in Asia Pacific



ASIA

NORTH AMERICA

Los Angeles

Philippines

AUSTRALIA

Expanding the Philippines' Global Footprint

17

Equipped International Submarine Cable Systems

Up to 60Tbps

International Network Capacity
*Fully-Equipped Capacity

4

Strategic Global Points of Presence

11 Fiber Loops

Most Resilient in PH
with 848k total FOC cable length

105Tbps

Domestic Aggregated Operating Capacity

5 Cable Landing Stations

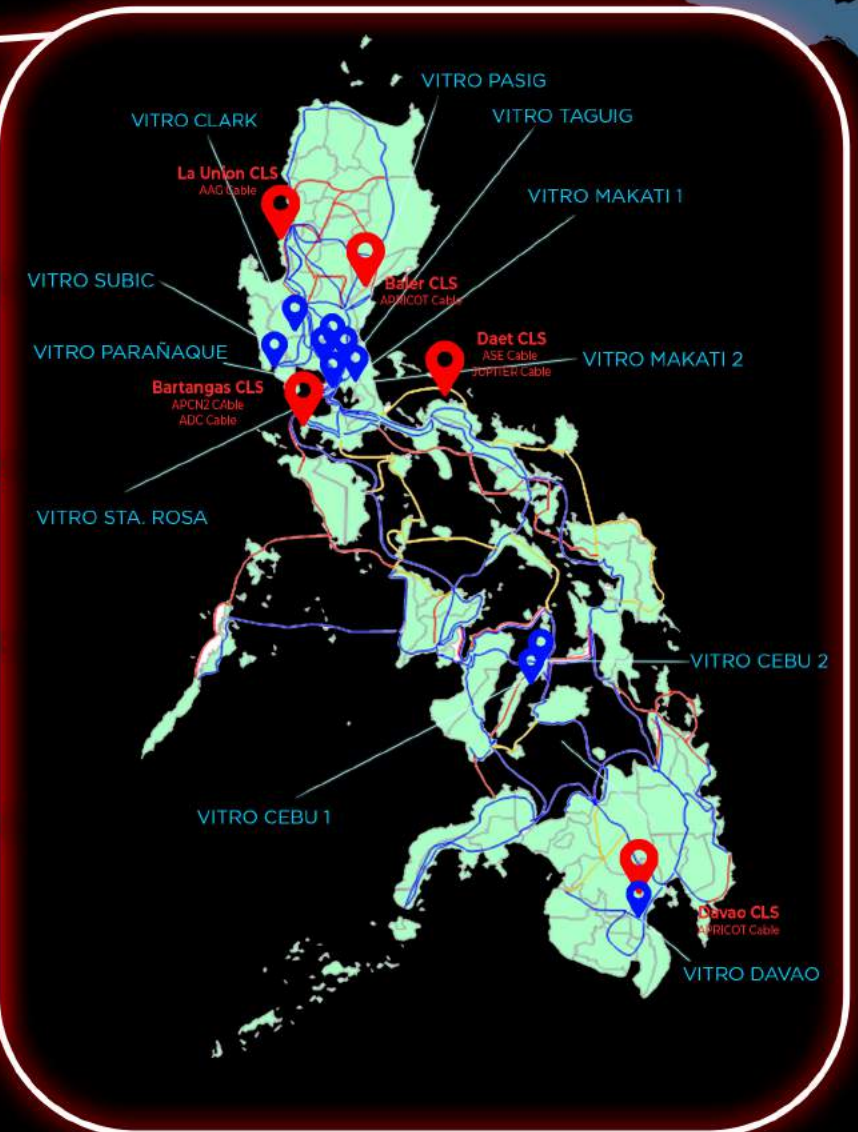
(Existing and Upcoming)

11 World Class Data Centers

(Existing and Upcoming)

7.3k Smart 5G Sites

Widest and Fastest 5G Network in the PH





The Philippines' Leading Data Center Service Provider

with the most expansive data center footprint across the country.



11

SITES SPREAD
ACROSS THE
PHILIPPINES*

4

CERTIFIED
RATED 3 DATA
CENTERS**

**30,483
SQM**

AGGREGATED
DATA HALL*

63 MW

AGGREGATED IT
USEABLE POWER*

20+ YEARS

DATA CENTER
EXPERTISE

DIRECTLY CONNECTED
TO INTERNATIONAL
CABLE SYSTEMS

*Total of operational and planned data center network

**3 Certified Facility, 1 Certified Design



Experience scalability, resiliency and top security, paired with the global operational practices and customer experience by entrusting your data to VITRO



VITRO presents one of the most secure and impenetrable structures in the Philippines with an 11-layer security design.



Offers diverse fiber routes, direct connection to CLS meshed with PLDT's domestic connection, and 99.99% Service Level Agreement.



Highly-customizable design to cater on-demand requirements of Enterprises and Hyperscale clients



Nexcenter



VITRO INTERNET EXCHANGE

GAIN DIRECT ACCESS TO OVER 76M FILIPINO INTERNET USERS

VITRO Internet Exchange (VIX) hosts the richest IP ecosystem in the country, comprised of the biggest telcos, ISPs and content providers, and is continuously growing to significantly improve the digital experience of every Filipino.



PEAK PEERING TRAFFIC:
500 GBPS

AVERAGE PEERING TRAFFIC:
380 GBPS

TELCO & ISP MEMBERS:
34

CONTENT PROVIDER MEMBERS:
46

POINTS OF PRESENCE:
VITRO DATA CENTER NETWORK

IN 2023, THE PHILIPPINES' LARGEST HYPERSCALE DATA CENTER WILL RISE!



VITRO Sta. Rosa will rise as the country's largest data center campus by far - a five-hectare PLDT property in the booming industrial city of Sta. Rosa. It is the first in a series of data center builds totaling to a power capacity of 36MW. The data center facility is designed to be energy efficient utilizing the latest innovations in cooling and power redundancy, Rated-3 certified and Rated-4 ready, and with the highest level of network diversity and resilience with at least three fiber routes from PLDT and augmented by routes from other carriers.

Additionally, VITRO Sta. Rosa will host the country's richest internet ecosystem and premiere internet exchanges, making it the most ideal location for Availability Zones and Points-of-Presence of hyperscalers, as well as for critical systems of Enterprises.



30 KMs from the airport



Directly connected to JUPITER and other major CLS



Min 20% Renewable Energy



34 KMs from VITRO Makati 2



3 points of entrance for cable diversity



Dedicated Sub-station

SPACE & FACILITIES

13,140 sqm white space

18 Data Halls, 250 racks per Data Hall

Initial 36MW IT Load Capacity

Ave power of 6-8KW per rack

2MW power per Data Hall

60MW dedicated sub-station with internal switching station

N+1 Genset per floor

N+1 Magnetic Chillers, N+20% Modular Fan Wall units

2N UPS per Data Hall

10 mins UPS back-up time

72 Hours back-up fuel

2 contracted fuel suppliers

Rated 3 Facility, ANSI/TIA-942, SLA 99.99%

ISO 9001:2015, 140001:2015, 27001:2013, 22301:2012, 20000-1:2011, 50001:2019

CONNECTIVITY

Carrier Neutral with three (3) POEs

Multiple points of entrance to enable cable diversity

Direct Internet Access

VITRO Internet Exchange, 80 ASNs connected, 67 IX members, 600+Gbps, Premium Access to PLDT & Smart Eyeballs, largest in the country

Direct connection to PLDT's International Cable Landing Station (CLS) in Daet, La Union, and Batangas

Multiple and diverse cable pairs connecting to VITRO Sta. Rosa

SUSTAINABILITY

Construction and Design: LEED

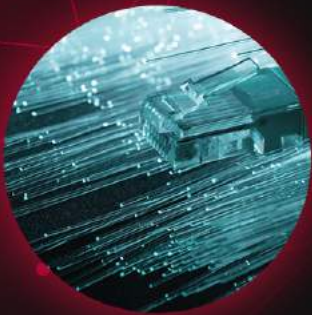
Implementation and Design by MACE TPM to ensure full compliance to LEED Certification

1.4 Design PUE

20% Renewable Energy, Natural Light Optimization, Passive Cooling and Insulation Cladding, Solar Farm

UNRIVALLED DOMESTIC NETWORK COVERAGE AND HYPERSCALE CAPACITY

Running on global-class network infrastructure and protected on both core and access fronts, you can establish high-speed fiber connectivity between your availability zones and points of presence with accuracy, speed, and resiliency that is seamlessly integrated with PLDT's Robust International Network



Hyper-speed
Optical Technology



Ultra-low
Latency for Greater
Business Efficiency



Intelligent and
Dynamic Network



Globally-Certified Network Evolving for the Future



The Rising International Cable Hub in Southeast Asia

PLDT's International Network provides the most reliable global connectivity solutions via its multiple International Submarine Cable Systems, and diverse International Landing Stations from the Philippines to the world.



17 Equipped International
Submarine Cable Systems

5 Cable Landing Stations
(Existing and upcoming)

Up to 60Tbps* International
Network Capacity
*If fully equipped

**Establish Ultra Fast and Low Latency Connectivity
from the Philippines to established markets in
North America, Asia and the rest of the world**



High-speed dedicated
bandwidth on owned
International Subsea
Cable Facilities



Diverse domestic
backhaul facility from
Cable Landing Stations to
VITRO Data Center Network



Bespoke networking
solutions suited to
Hyperscale enterprise
operations



Network equipment sourced
from internationally-recognized
partners, trusted by the leading
technology companies across
the globe.

JAPAN USA

PHILIPPINES

The newest transpacific cable connecting
Philippines directly to USA & Japan!

JUPITER

CABLE SYSTEM



The **FASTEST** cable facility between **PHILIPPINES** and **WEST COAST, USA** 126ms latency from Daet Cable Landing Station in Camarines Norte to LA2 Coresite in Los Angeles USA



The first cable system in the Philippines to use up to 500Gbps **DWDM SYSTEM PER WAVELENGTH** in its initial design. This translates to **BIGGER INTERNATIONAL CAPACITY**-up to 22Tbps for PH-JP and 17Tbps for PH-US (using a 400G DWDM equipment)



First international cable system in the Philippines to use an **OPEN CABLE MODEL** to efficiently power up hyperscale bandwidth and allow optimization of cable capacity

Upcoming International Submarine Cable Systems to Bolster Intra Asia Connectivity

ASIA DIRECT CABLE



up to **36Tbps**
Intra Asia Capacity
from the Philippines

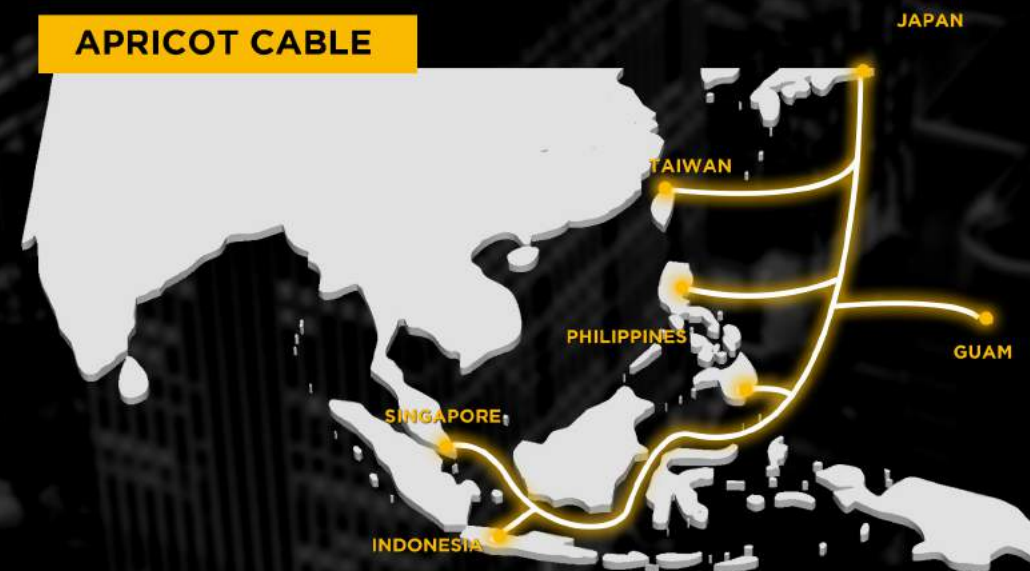
200G DWDM
per wavelength
design

+9,400KM
Network Distance

7 INTERNATIONAL CABLE LANDING POINTS

Batangas (Philippines) Tuas (Singapore) Chung Hom Kok (HongKong), Maruyama (Japan), Quy Nhon (Vietnam), Sri Racha (Thailand) and Shantou (China)

APRICOT CABLE



up to **35Tbps**
Intra Asia Capacity
from the Philippines

400G DWDM
per wavelength
design

+12,500KM
Network Distance

7 INTERNATIONAL CABLE LANDING POINTS

Davao & Baler (Philippines), Tuas (Singapore), Minamiboso (Japan), Tanjung Pakis (Indonesia), Agat (Guam) and Toucheng (Taiwan)



2030 Goal: Reduce Carbon Emissions by 40%

The PLDT Group developed a decarbonization roadmap that aims to reduce its Scope 1 and 2 Greenhouse Gas (GHG) emissions by around 40% by 2030 on the road to Net Zero by 2050.



Carbon Neutral Fleet



Genset Optimization



Energy Consumption Optimization



Additional RE Sources



Rooftop Solar

TCFD | TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES

Supporter 1st Philippine TelCo to join and become a pioneer local supporter since 2020.



Participant (Global Level)

• 1st Philippine TelCo to join and become a member at Participant level.
• Commits to align with the Ten Principles of the UNGC for Human Rights, Labor, Environment and Anti-Corruption

Enabling your tomorrow, today



Scan the QR code to learn more about PLDT Group's Sustainability Journey.

With the support of the PLDT Board led by Chairman Manuel V. Pangilinan, President and CEO Alfredo S. Panlilio has identified Sustainability as one of the key drivers of performance of PLDT Group's strategy.

Aligned with its aspiration to become the leading ESG telco in the region, the PLDT Group affirms its commitment towards achieving energy efficiency, bridging the digital divide, and ensuring a safe online environment through cyber security and data privacy.

The Philippines is Primed for Growth, Enabled by PLDT Digital Infrastructure



PHILIPPINES' SUCCESS IN THE OUTSOURCING INDUSTRY LAYS THE GROUNDWORK FOR TOMORROW'S HYPERSCALERS

A rich and proven heritage in the BPO industry which is undergoing a rapid migration to the cloud, while Future of Work programs bridge the urban/rural divide



STRONG DEMAND FOR CLOUD SERVICES AND DATA LOCALIZATION

Philippine cloud market to grow solidly to \$2.8B by 2025, as more than 50% of Enterprises move workloads to cloud



5G AND EDGE COMPUTING WILL FURTHER DRIVE CLOUD CONSUMPTION

The first country to offer 5G in ASEAN, enabling latency-sensitive applications such as robotics, autonomous vehicles and mixed reality that will drive the need for workloads to be hosted closer to devices. 29% of Philippine enterprises are considering edge computing within the next two



CONVERGENCE ON SUSTAINABILITY

Department of Energy (DOE) is driving various initiatives on renewable energy to achieve 35% share in the power generation by 2030, and at least 50% in by 2040, aligning with the hyperscale ESG agenda.



GROUNDWORK COMPLETED TO SUPPORT THE INVESTMENT CASE FOR HYPERSCALERS

Includes promoting a cloud-first agenda, setting a national ICT strategy, protecting consumer privacy



To learn more,
scan the QR code
or visit our website:



ePLDT

 **PLDT**
Enterprise

 **Smart**

 **PLDT**
Global