

Investment AB Kinnevik

*Skoppsbron 18
P.O. Box 2094
SE-103 13 Stockholm, Sweden
www.kinnevik.se*



*Publ Reg no 556047-9742
Phone +46 8 562 000 00
Fax +46 8 20 37 74*

PRESS RELEASE

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KINNEVIK WELCOMES PLDT TO ROCKET INTERNET'S CORE SHAREHOLDER BASE

Investment AB Kinnevik (publ) ("Kinnevik") today announced that Philippine Long Distance Telephone Company ("PLDT") (PSE: TEL) (NYSE: PHI) has acquired a 10% ownership interest in Rocket Internet AG ("Rocket Internet") through a EUR 333m directed share issue subscribed for in cash. The strategic investment values Rocket Internet on a post money basis at EUR 3.3bln (SEK 30.7bln). Post-closing, Kinnevik will own a 21.5% interest in Rocket Internet.

"We are delighted to welcome PLDT, the leading telecoms operator in the Philippines, as a new strategic partner and shareholder in Rocket Internet. This new partnership, centered on online and mobile payment solutions in emerging markets, highlights the global reach and strength of Rocket Internet's platform" says Lorenzo Grabau, CEO of Kinnevik.

If the value of Rocket Internet derived from the PLDT investment had been applied to Kinnevik's financial statements as per 30 June 2014, the book value of Kinnevik's shares in Rocket Internet would have been SEK 4.8bln higher than reported, equivalent to an increase in net asset value of SEK 17 per share.

As of 30 June 2014, the difference between the book value of the unlisted portfolio and the valuation derived from the latest transactions was SEK 5.5bln. Had the value implied by today's transaction been applied to the 30 June 2014 financial statements, this difference would have been lowered to SEK 2.5bln.

For further information, see the attached press release from Rocket Internet and PLDT.

The information is of such character, which Kinnevik shall disclose in accordance with the law on Trading with Financial Instruments (1991:980) and/or the Securities Market Act (2007:528). The information was distributed for disclosure at 8.00 a.m. on 7 August 2014.

For further information, visit www.kinnevik.se or contact:

Lorenzo Grabau, CEO	+46 (0)8 562 000 00
Torun Litzén, Director Investor Relations	+46 (0)8 562 000 83
	+46 (0)70 762 00 83

Investment AB Kinnevik is a leading, long-term oriented, investment company based in Sweden. Kinnevik primarily invests in consumer centric businesses that provide innovative and value-added technology-enabled services. Our main areas of focus are the Communications, e-Commerce, Entertainment and Financial Services sectors. We own significant stakes in over 50

companies that operate in more than 80 countries across five continents, with a particular emphasis on growth markets. The Kinnevik Group employs more than 90 000 people around the world.

Kinnevik actively supports the companies in which it invests and plays an influential role on their respective Boards. Kinnevik was founded in 1936 by three Swedish families who continue to play a leadership role in the ownership of the Company and in the pursuit of its entrepreneurial ventures.

Kinnevik's shares are listed on Nasdaq OMX Stockholm's list for large cap companies under the ticker codes KINV A and KINV B.

PLDT AND ROCKET INTERNET ANNOUNCE A GLOBAL STRATEGIC PARTNERSHIP FOR THE DEVELOPMENT OF INNOVATIVE ONLINE PAYMENTS SOLUTIONS IN EMERGING MARKETS

MANILA, Philippines & BERLIN, Germany, 7th August 2014 – Philippine Long Distance Telephone Company (“PLDT”) (PSE:TEL) (NYSE:PHI), the leading telecoms operator in the Philippines, and Rocket Internet AG (“Rocket”), have entered into a global strategic partnership to drive the development of online and mobile payment solutions in emerging markets.

Under the terms of the partnership agreement PLDT will invest €333 million for a 10 per cent stake in Rocket. PLDT's investment terms reflect its long-term commitment to Rocket and its unique ability to combine PLDT's world-class mobile money expertise and resources with Rocket's global platform to drive future value enhancing growth opportunities.

Concurrent with the investment, PLDT and Rocket will jointly develop mobile and online payment technologies and services in emerging markets. The partnership will leverage PLDT's experience and intellectual property in mobile payments and remittance platforms, together with Rocket's global technology platform, to provide products and services for the “unbanked, uncarded and unconnected” population in emerging markets.

Rocket provides a platform for the rapid creation and scaling of consumer internet businesses outside the U.S. and China. Rocket has more than 20,000 employees in its network of companies across over 100 countries, with aggregated revenues in excess of €700 million in 2013. Its most prominent brands include leading Southeast Asian e-Commerce businesses Zalora and Lazada, as well as fast growing brands with strong positions in their markets such as Dafiti, Linio, Jumia, Namshi, Lamoda, Jabong, Westwing, Home24 and HelloFresh, in Latin America, Africa, Middle East, Russia, India and Europe. Alongside e-Commerce and marketplaces, financial technology and payments comprise Rocket's third sector where it anticipates numerous and significant growth opportunities.

PLDT's wireless subsidiary, Smart Communications Inc., is itself a global pioneer in mobile banking and mobile wallet services. It has introduced several world-first mobile payment innovations in domestic and global markets, including markets where up to 4 out of 5 people are “unbanked”. Its services include online money transfers, payments, disbursement, banking and security, and it has been recognised with awards from the United Nations, USAID and the GSMA.

Smart's mobile money system handled transactions valued at approximately €3.4 billion in 2013. Its mobile money subsidiary, Smart eMoney, co-developed and operates a global mobile payments platform of MasterCard, and, is now working with Citibank and VISA to develop new innovative financial services. Its mobile banking platform is currently employed by the top three banks of the Philippines. Smart's mobile money services have also been used by United Nations and Philippine government agencies for widespread and efficient cash distribution and other relief and rehabilitation efforts in areas affected by recent natural disasters.

PLDT's investment in Rocket will be in new shares issued by the company, of the same class and bearing the same rights as shares held by current investors. As part of the investment, PLDT will hold the right to appoint one member of Rocket's nine person Supervisory Board. PLDT will fund the investment from available cash and new debt, with no significant impact on PLDT's leverage ratios and funding costs. PLDT joins Investment AB Kinnevik and Access Industries as the third external investor in Rocket, in addition to Global Founders GmbH (formerly: European Founders Fund GmbH).

Napoleon L. Nazareno, President and CEO of PLDT, said:

"We are very excited to embark on this journey with Rocket. Our investment demonstrates our commitment to the global Internet market and our belief in the powerful synergies between e-Commerce and mobile payments, particularly in developing economies. The strategic partnership will allow us to leverage our combined strengths in developing online and mobile payment solutions in emerging markets. Rocket has developed a unique platform for establishing new Internet companies and a proven track record in successfully rolling out these businesses in fast growing markets. We expect the partnership to have a pronounced positive impact on our organization."

Oliver Samwer, Founder and CEO of Rocket Internet, commented:

"Rocket and PLDT share a vision for the growth opportunity of Internet and mobile business models in emerging markets, as smartphone penetration increases exponentially. We believe in our ability to create significant value together, leveraging the Rocket platform and PLDT's expertise. Strategic partnerships are a core part of Rocket's strategy to provide great services to consumers and rapidly roll out new Internet based business models across diverse geographies. Financial technology is a key focus sector for Rocket and this partnership will allow us to build on PLDT's world-class innovations in mobile money and micro-payments and accelerate the delivery of those solutions around the world. We are very pleased to welcome PLDT into our core shareholder base."

Manuel V. Pangilinan, Chairman of PLDT, commented:

"This move is in line with PLDT's strategy of providing relevant and value-enhancing services to its customers. This new partnership marks a major step forward in the pursuit of our Live Digital! Vision, bringing us even closer to our clients and enhancing PLDT's innovation capabilities in the digital economy. We will continue to pursue further digital partnerships as one of our key strategic initiatives to drive growth and create value for our stakeholders, whilst leveraging on PLDT's unique combination of assets."

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About PLDT

PLDT is the leading telecommunications provider in the Philippines. Through its principal business groups – fixed line and wireless – PLDT offers a wide range of telecommunications and multimedia services across the Philippines' most extensive fiber optic backbone and fixed line, and cellular network. 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. Further information can be obtained by visiting the web at www.pldt.com.

About Rocket Internet AG

Rocket's mission is to become the world's largest Internet platform outside of China and the United States. Rocket identifies and builds proven internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies.

Rocket is focused on online business models that satisfy basic consumer needs across three sectors: e-Commerce, marketplaces and financial technology.

Rocket started in 2007 and now has more than 20,000 employees across its network of companies, which operate in more than 100 countries on five continents.

Press Contact PLDT:

Anabelle L. Chua
Senior Vice President and Treasurer
Phone: +632 816 8213
Fax: +632 844 9099
Email: alchua@pldt.com.ph

Melissa V. Vergel de Dios
Head, Investor Relations
Phone: +632 816 8024
Fax: +632 810 7138
Email: mvvergeldedios@pldt.com.ph

Ramon R. Isberto
Head, Corporate Communications and Public Affairs
Phone: +632 511 3101
Fax: +632 511 3100
Email: risberto@smart.com.ph

Press Contact Rocket Internet:

Andreas Winiarski
Global Head of PR & Communications
Phone: +49 30 300 13 18 68
andreas.winiarski@rocket-internet.com