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Prime Media Holdings, Inc. PRIM

PSE Disclosure Form 17-3 - Request for Extension to File SEC Form 17-A
References: SRC Rule 17, SEC Memorandum Circular No. 7 Series of 2008 and
Section 17.2 and 17.8 of the Revised Disclosure Rules

For the fiscal year ended	Dec 31, 2019
Deadline of Submission of Annual Report	Apr 14, 2020

Reason for requesting extension to submit Annual Report

As a result of the imposition of the Enhanced Community Quarantine and Stringent Social Distancing Measures by the Office of the President over the entire Luzon effective 17 March 2020 and the additional guidelines for the community quarantine in other areas of the country, the preparation of Prime Media Holdings, Inc. ("Company") financial statements and timely completion of statutory audit of the Company's financial statements have been greatly affected. Thus, the Company would like to request for an extension of time until June 30, 2020 to submit the SEC Form 17A (Annual Report) for the year ended December 31, 2019 in compliance with SEC Memorandum Circular No. 5 Series of 2020 dated 12 March 2020.

Other Relevant Information

Please see attached SEC FORM 17-LC.

The Company undertakes to submit the report within fifteen (15) calendar days after the prescribed deadline or upon submission of the report to the Securities and Exchange Commission, whichever is earlier. The Company understands that failure to comply with the undertaking may result to the imposition of applicable penalty/ies and/or sanction/s.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-LC
(COVID 19)

NOTIFICATION OF INABILITY TO FILE SEC FORM 17-A OR 17-Q

GENERAL INSTRUCTIONS

- 1. This is a special Form that may be filed during the period while a state of national public health emergency is in effect.
2. It shall be signed by an executive officer of the issuer or by any other duly authorized representative.
3. A PDF or image copy of this Form shall be uploaded through the PSE EDGE, for Publicly Listed Company (PLC) or sent via email to msrd_covid19@sec.gov.ph, for non- PLC.

***** End of Instruction Part *****

SECURITIES AND EXCHANGE COMMISSION
SEC FORM 17-LC
(COVID 19)
NOTIFICATION OF INABILITY TO FILE SEC FORM 17-A OR 17-Q

Check One:

SEC Form 17-A [X] SEC Form 17-Q []

Period/Ended Date of required filing.....December 31, 2019.....

Date of this report.....April 08, 2020.....

Nothing in this Form shall be construed to imply that the Commission has verified any information contained herein.

- 1. SEC Identification Number 22401. 2. BIR Tax Identification No. 000-491-007-000.....
3. PRIME MEDIA HOLDINGS, INC. Exact name of issuer as specified in its charter
4. METRO MANILA, PHILIPPINES Province, country or other jurisdiction of incorporation
5. Industry Classification Code: (SEC Use Only)
6. 16th Floor Citibank Tower, 8741 Paseo de Roxas, Makati City...1227 Address of principal office Postal Code
7. (+632)8831-4479 Issuer's telephone number, including area code

8.**N/A**.....
Former name, former address, and former fiscal year, if changed since last report.

9. Are any of the issuer's securities listed on a Stock Exchange?

Yes [**X**] No []

If yes, disclose the name of such Stock Exchange and the class of securities listed therein:
Philippine Stock Exchange- Common Stock

PART I - REPRESENTATIONS

If the subject report could not be filed **due to COVID19** and the issuer seeks relief from SRC Rule 17-1, the following should be completed. (Check box if appropriate)

(a) The operation of the Company is. [**X**] Domestic Only [] Domestic and Foreign

(b) The subject annual report on SEC Form 17-A [**X**] and/or the subject quarterly report on SEC Form 17-Q [] will be filed within the period prescribed in SEC MC 5, series of 2020 or in any amendment thereto.¹

PART II- OTHER INFORMATION

(a) Name, address and telephone number, including area code, and position/title of person to contact in regard to this notification

Maila Lourdes G. De Castro, 4th Floor Citibank Center, 8741 Paseo de Roxas, Makati City, (02) 8831 – 4479, Corporate Secretary

(b) Have all other periodic reports required under Section 17 of the Code and under Sections 25 and 177 of the Revised Corporation Code, during the preceding 12 months, or for such shorter period that the issuer was required to file such report(s), been filed? If the answer is no, identify the report(s).

Yes [**X**] No [] Reports:

(c) The indicative date the company would convene the Annual Stockholders' Meeting: **13 August 2020**.

SIGNATURE

Pursuant to the requirements of the SRC Rule 17-1, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

.....**PRIME MEDIA HOLDINGS, INC.**.....

Registrant's full name as contained in charter



.....**Maila Lourdes G. De Castro- Corporate Secretary**.....

Signature and Title

Date ..**April 8, 2020**.....

¹ For PLC with domestic operation only, the filing of 17_A or 17-Q is extended until 30 June 2020. For PLC with foreign operation, the filing of said reports is extended until 30 June 2020 or 60 days from that date of lifting of travel restrictions/ban by the concerned government authorities, whichever comes later.