

SECURITIES AND EXCHANGE COMMISSION
SEC FORM 17-C

**CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER**

1. Date of Report (Date of earliest event reported)

Jun 14, 2019

2. SEC Identification Number

22401

3. BIR Tax Identification No.

000-491-007

4. Exact name of issuer as specified in its charter

PRIME MEDIA HOLDINGS, INC

5. Province, country or other jurisdiction of incorporation

Metro Manila, Philippines

6. Industry Classification Code(SEC Use Only)

7. Address of principal office

16F Citibank Tower, Paseo de Roxas, Makati City
Postal Code
1226

8. Issuer's telephone number, including area code

(632) 831-4479

9. Former name or former address, if changed since last report

N.A.

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
common share	700,298,616
preferred share	14,366,260

11. Indicate the item numbers reported herein

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The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.

Prime Media Holdings, Inc.
PRIM

PSE Disclosure Form 4-32 - Reply to Exchange's Query

Subject of the Disclosure

Reply to Exchange's Query

Description of the Disclosure

Company's plans to bring its stockholders' equity from negative to positive

Information Requested

We write in reply to your letter dated June 6, 2019 with regard to the proposed actions or transactions that the Company plans to undertake to bring its stockholders' equity from negative to positive.

The Company is still completing the transfer of assets to BDO Unibank Inc. (BDO) and the Philippine Deposit and Insurance Corporation (PDIC) pursuant to the Memorandum of Agreement in 2002. As soon as this is complete, the Company will be able to re-evaluate the provision for liabilities arising from the MOA. The Company is likewise continuing the conversion of preferred shares into common shares.

In addition, the Company plans to raise capital to start a new business. The Company is currently in talks with a potential investor. No agreement has been signed as of yet since the parties are still talking about the transaction and are yet to conduct due diligence on each other.

Rest assured that the Company will update the Exchange as to the development of the transaction.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer



14 June 2019

Philippine Stock Exchange
PSE Tower, 5th Avenue corner 28th Street,
Bonifacio Global City, Taguig City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Re: Sale of properties and updates on business plan

Gentlemen:

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Rest assured that the Company will update the Exchange as to the development of the transaction.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Diane', with a long horizontal flourish extending to the right.

Diane Madelyn C. Ching
Corporate Secretary