

## 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)  
Oct 15, 2019
2. SEC Identification Number  
22401
3. BIR Tax Identification No.  
000491007
4. Exact name of issuer as specified in its charter  
PRIME MEDIA HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation  
Manila, Philippines
6. Industry Classification Code(SEC Use Only)  
██████████
7. Address of principal office  
16TH FLOOR CITIBANK TOWER, 8741 PASEO DE ROXAS MAKATI CITY  
Postal Code  
1227
8. Issuer's telephone number, including area code  
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	700,298,616
preferred	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 4-30 - Material Information/Transactions**  
**References: SRC Rule 17 (SEC Form 17-C) and**  
**Sections 4.1 and 4.4 of the Revised Disclosure Rules**

### Subject of the Disclosure

Extension of relevant periods under the Memorandum of Agreement between RYM Business Management Corporation and Greenery Holdings Incorporated and related entities for the proposed acquisition of Investment Properties by Prime Media Holdings, Inc.(PRIM) in exchange for Shares

### Background/Description of the Disclosure

Please see attached letter.

### Other Relevant Information

none

### Filed on behalf by:

<b>Name</b>	Joanna Manzano
<b>Designation</b>	Junior Compliance Officer



15 October 2019

**Philippine Stock Exchange**

PSE Tower 5<sup>th</sup> Avenue Cor. 28<sup>th</sup> St.  
Bonifacio Global City, Taguig City

Attn : **Ms. Janet A. Encarnacion**  
*Head, Disclosure Department*

Re : Extension of relevant periods under the Memorandum of Agreement between RYM Business Management Corporation and Greenergy Holdings Incorporated and related entities for the proposed acquisition of Investment Properties by Prime Media Holdings, Inc.(PRIM) in exchange for Shares

Gentlemen:

We write in relation to the disclosure of PRIM concerning the execution of a Memorandum of Agreement (“MOA”) dated 17 July 2019 between RYM Business Management Corporation (“RYM”), its parent company, and Greenergy Holdings, Incorporated and certain landowners (collectively “Investors”).

Under the MOA, the Investors proposed to transfer investment properties to PRIM in exchange for share (“Investments”) and RYM is obligated to secure all the necessary approvals to implement the same within the relevant periods provided in the MOA. However, given that additional time is needed to finalize the due diligence audit on the Investments, the parties have agreed to extend the following relevant periods under the MOA:

1. An additional period of one hundred forty (140) days from today for the validation and verification of titles and the issuance of the appraisal reports and compliance with the regulatory requirements, including, but not limited to, securing a ruling from the Bureau of Internal Revenue that the transaction is considered a tax-free exchange;
2. An additional period of one hundred forty (140) days from today to execute the first (1<sup>st</sup>) tranche of the Investment; and
3. An additional period of two hundred ten (210) days from today to execute the (2<sup>nd</sup>) tranche of the Investment.

Thank you for your kind attention.

Very truly yours,

  
**Christopher Sam S. Salvador**  
*Assistant Corporate Secretary*