

## 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)  
Jul 1, 2020
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  
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) 8831-4479
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 16-1- Update on Corporate Actions/ Material Transactions/Agreements *References: SRC Rule 17 (SEC Form 17-C) and Section 16 of the Revised Disclosure Rules*

#### Subject of the Disclosure

Additional Extension of the 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

#### Background/Description of the Disclosure

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 (“Properties”) to PRIM in exchange for shares (“Investments”) and RYM is obligated to secure all the necessary approvals to implement the same within the relevant periods provided in the MOA.

Given the imposition of the community quarantine due to COVID19, the parties were unable to process, secure and implement the provisions of the MOA in relation to the Properties and the Investments. Consequently, the parties have agreed to extend the following relevant periods under the MOA:

1. An additional period of one hundred eighty (180) days from today for the validation and verification of titles of the Properties and the issuance of the appraisal reports pertaining to the Properties;
2. An additional period of Two Hundred Ten (210) days from today for the implementation of the first (1st) tranche of the Investment; and
3. An additional period of Two Hundred Forty (240) days from today for the implementation of the second (2nd) tranche of the Investment.

#### Other Relevant Information

Please see attached letter.

#### Filed on behalf by:

<b>Name</b>	Malla Lourdes De Castro
<b>Designation</b>	Corporate Secretary, Compliance Officer and Data Privacy Officer





Reference No. PRIM\_LEG\_OC2020\_005

3 July 2020

**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 : **Additional Extension of the 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 (“**Properties**”) to PRIM in exchange for shares (“**Investments**”) and RYM is obligated to secure all the necessary approvals to implement the same within the relevant periods provided in the MOA.

Given the imposition of the community quarantine due to COVID19, the parties were unable to process, secure and implement the provisions of the MOA in relation to the Properties and the Investments. Consequently, the parties have agreed to extend the following relevant periods under the MOA:

1. An additional period of one hundred eighty (180) days from today for the validation and verification of titles of the Properties and the issuance of the appraisal reports pertaining to the Properties;
2. An additional period of Two Hundred Ten (210) days from today for the implementation of the first (1<sup>st</sup>) tranche of the Investment; and
3. An additional period of Two Hundred Forty (240) days from today for the implementation of the second (2<sup>nd</sup>) tranche of the Investment.



Thank you for your kind attention.

Very truly yours,

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