

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 29, 2021
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
Manila, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
16TH FLOOR BDO TOWERS VALERO, 8741 PASEO DE ROXAS MAKATI CITY
Postal Code
1227
8. Issuer's telephone number, including area code
8831-4479
9. Former name or former address, if changed since last report
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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
Item 9 Other Events

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 4-4 - Amendments to By-Laws References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Amendments to By-Laws

Background/Description of the Disclosure

Amendments to By-Laws

Date of Approval by Board of Directors	Jul 28, 2021
Date of Approval by Stockholders	TBA
Other Relevant Regulatory Agency, if applicable	The Securities and Exchange Commission
Date of Approval by Relevant Regulatory Agency, if applicable	TBA
Date of Approval by Securities and Exchange Commission	TBA
Date of Receipt of SEC approval	TBA

Amendment(s)

Article and Section Nos.	From	To
PLEASE SEE ATTACHED	PLEASE SEE ATTACHED	PLEASE SEE ATTACHED

Rationale for the amendment(s)

The amendment is necessary to delete compliance to the provisions of the General Banking Act which is no longer relevant and applicable to the current business of the Company.

The timetable for the effectivity of the amendment(s)

Expected date of filing the amendments to the By-Laws with the SEC	TBA
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Expected date of SEC approval of the Amended By-Laws	TBA
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Effect(s) of the amendment(s) to the business, operations and/or capital structure of the Issuer, if any

The amendment has no effect on the business, operations, and/or capital structure of the Company.

Other Relevant Information

None.

Filed on behalf by:

Name	Maila Lourdes De Castro
Designation	Corporate Secretary, Compliance Officer and Data Privacy Officer

Prime Media Holdings, Inc.

PRIM

PSE Disclosure Form 4-4 - Amendments to By-Laws

*References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

Amendments to By-laws

Background/Description of the Disclosure

Amendments to By-laws

Date of Approval by Board of Directors	<input type="text" value="28 July 21"/> Calendar TBA N/A
Date of Approval by Stockholders	<input type="text" value="TBA"/> Calendar TBA N/A
Other Relevant Regulatory Agency, if applicable	<input type="text" value="The Securities and Exchange Commission"/>
Date of Approval by Relevant Regulatory Agency, if applicable	<input type="text" value="TBA"/> Calendar TBA N/A

Date of Approval by Securities and Exchange Commission	<input type="text" value="TBA"/> Calendar TBA N/A
Date of Receipt of SEC approval	<input type="text" value="TBA"/> Calendar TBA N/A

Amendment(s)

Article and Section Nos.	From	To
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Article and Section Nos.	From	To
Article II Section 7	<p>Should the position of any Director become vacant for any reason, his position shall be filled by the majority vote of the remaining Directors, if still constituting a quorum, from among the holders of the same class of shares as that represented by the Director vacating the position, and the Director so chosen shall serve for the unexpired term.</p> <p>Any issuance, sale or transfer of shares of the Corporation shall comply with the requirements of Section 12 and Section 12-A of the General Banking Act. No transfer or sale of stock or interest which will reduce the own hip of Filipino citizens to less than the minimum percentage of voting stock required by Section 12 and Section 12-A of the General Banking Act, or any amendment thereto, shall be allowed or permitted to be recorded in the proper books of the Corporation. (As amended on March 9, 1993).</p>	<p>Should the position of any Director become vacant for any reason, his position shall be filled by the majority vote of the remaining Directors, if still constituting a quorum, from among the holders of the same class of shares as that represented by the Director vacating the position, and the Director so chosen shall serve for the unexpired term.</p>

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<p>Expected date of filing the amendments to the By-Laws with the SEC</p>	<p>TBA Calendar TBA</p>
<p>Expected date of SEC approval of the Amended By-Laws</p>	<p>TBA Calendar TBA</p>

Effect(s) of the amendment(s) to the business, operations and/or capital structure of the Issuer, if any

The amendment has no effect on the business, operations, and/or capital structure of the Company.

Other Relevant Information

NONE.