

## 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 30, 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 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**

Signing of the Memorandum of Agreement

**Background/Description of the Disclosure**

On 30 July 2021, PRIM, its parent company (RYM Business Management Corporation), and the majority shareholders of Philippine CollectiveMedia Corporation (PCMC) proceeded with the execution of a Memorandum of Agreement (“MOA”) as duly approved by PRIM’s Board of Directors on 28 July 2021. Subject to certain closing conditions and deliverables, the definitive MOA will lead to the acquisition of PCMC’s radio and television broadcasting franchise and active business for mass media, as previously disclosed. The PCMC Shareholders will also gain control and majority ownership of approximately 70% of the outstanding capital stock of PRIM. Said transaction aims to usher the long-awaited transformation of the Company into a viable and operational business entity and address its capital deficiency, negative equity, and non-operation.

**Other Relevant Information**

None

**Filed on behalf by:**

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