

## 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)  
Sep 3, 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  
Metro Manila, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
16TH FLOOR BDO TOWERS VALERO (FORMERLY CITIBANK TOWER), 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  
-
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 7-2 - Postponement of Annual Stockholders' Meeting

*References: SRC Rule 17 (SEC Form 17-C) and  
Section 7 of the Revised Disclosure Rules*

**Subject of the Disclosure**

Postponement of Annual Stockholders' Meeting

**Background/Description of the Disclosure**

Postponement of Annual Stockholders' Meeting

**Date of Approval by Board of Directors**

Jul 28, 2021

**Date of Stockholders' Meeting (as provided in the By-Laws)**

third Tuesday of May of each year

**Reason(s) for postponement**

To All Stockholders:

Please be informed that the annual meeting of stockholders of PRIME MEDIA HOLDINGS, INC. (the "Corporation") for the year 2021 which is scheduled to be held on 22 September 2021 (Wednesday) has been postponed and reset to 13 October 2021 (Wednesday).

The purpose of the postponement is to give the Management more time to prepare for additional matters that will be presented to the stockholders at the meeting, including amendments to the Articles of Incorporation and the By-laws.

A Notice of Meeting will be issued in relation to the new meeting date on 13 October 2021.

**Other Relevant Information**

NONE.

**Filed on behalf by:**
**Name**

Maila Lourdes De Castro

**Designation**

Corporate Secretary, Compliance Officer and Data Privacy Officer



**COVER SHEET**

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S.E.C. Registration Number

P	R	I	M	E		M	E	D	I	A		H	O	L	D	I	N	G	S	,		I	N	C	.		
(	f	o	r	m	e	r	l	y		F	i	r	s	t		e	-	B	a	N	k		C	o	r	p	.)

(Company's Full Name)

1	6	t	h		F	l	o	o	r		B	D	O		T	o	w	e	r	s					
V	a	l	e	r	o		8	7	4	1		P	a	s	e	o		d	e		R	o	x	a	s
M	a	k	a	t	i		C	i	t	y															

(Business Address: No. Street/City/Province)

<b>MAILA G. DE CASTRO</b>
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Contact Person

<b>8831-4479</b>
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Company Telephone Number

1	2	3	1
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Month      Day  
Fiscal Year

<b>SEC FORM 17-C</b> (Postponement of 2021 Annual Stockholders' Meeting) <b>FORM TYPE</b>
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Month      Day  
Annual Meeting

<b>N/A</b>
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Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles  
Number/Section

Total Amount of Borrowings

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Total No. of Stockholders

<b>Nil</b>
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Domestic

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Foreign

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To be accomplished by SEC Personnel concerned

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File Number

\_\_\_\_\_ LCU

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Document I.D.

\_\_\_\_\_ Cashier

STAMPS
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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. .... September 3, 2021.....  
Date of Report (Date of earliest event reported)
2. SEC Identification Number .... 22401.....      3. BIR Tax Identification No. .. 000-491-007..
4. .. Prime Media Holdings, Inc......  
Exact name of issuer as specified in its charter
5. .... Manila, Philippines.....      6.  (Use Only)  
Province, country or other jurisdiction of      Industry Classification Code:  
incorporation
7. .. 16th Floor BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City... 1227.....  
Address of principal office      Postal Code
8. .... +632 8831-4479.....  
Issuer's telephone number, including area code
9.  
..... N/A.....  
Former name or former address, if changed since last report
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<br>Outstanding and Amount of Debt Outstanding |
|------------------------------|--|
| ..... <u>Common</u> .....    | ..... <u>700,298,616</u> .....   |
| ..... <u>Preferred</u> ..... | ..... <u>14,366,260</u> .....  |
11. Indicate the item numbers reported herein: ..... Item No. 9 Other Events.....

**Item 9. Other Events (Postponement of Annual Stockholders' Meeting)**

**To All Stockholders:**

Please be informed that the annual meeting of stockholders of **PRIME MEDIA HOLDINGS, INC.** (the "Corporation") for the year 2021 which is scheduled to be held on **22 September 2021 (Wednesday)** has been postponed and reset to **13 October 2021 (Wednesday)**.

The purpose of the postponement is to give the Management more time to prepare for additional matters that will be presented to the stockholders at the meeting, including amendments to the Articles of Incorporation and the By-laws.

A Notice of Meeting will be issued in relation to the new meeting date on 13 October 2021.

**SIGNATURES**

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

..PRIME MEDIA HOLDINGS, INC......  
Issuer

.....September 3, 2021.....  
Date



**MAILA G. DE CASTRO/ Corporate Secretary**

.....  
Signature and Title\*

\* Print name and title of the signing officer under the signature.



**NOTICE OF POSTPONEMENT  
OF ANNUAL STOCKHOLDERS' MEETING**

**To All Stockholders:**

Please be informed that the annual meeting of stockholders of **PRIME MEDIA HOLDINGS, INC.** (the "**Corporation**") for the year 2021 which is scheduled to be held on **22 September 2021 (Wednesday)** has been postponed and reset to **13 October 2021 (Wednesday)**.

The purpose of the postponement is to give the Management more time to prepare for additional matters that will be presented to the stockholders at the meeting, including amendments to the Articles of Incorporation and the By-laws.

A Notice of Meeting will be issued in relation to the new meeting date on 13 October 2021.

Makati City, 7 September, 2021.

  
**MAILA G. DE CASTRO**  
Corporate Secretary

REPUBLIC OF THE PHILIPPINES )  
CITY OF MAKATI ) S.S.

**SECRETARY'S CERTIFICATE**

I, **MAILA LOURDES G. DE CASTRO**, of legal age, Filipino, with office address at 4<sup>th</sup> Floor BDO Towers Paseo, 8741 Paseo de Roxas, Makati City, after having been duly sworn to in accordance with law, do hereby depose and state that:

1. I am the duly appointed and qualified Corporate Secretary of **PRIME MEDIA HOLDINGS, INC.** (the "Corporation"), a corporation duly organized and existing under the laws of the Philippines with office address at 16<sup>th</sup> Floor BDO Tower Valero, 8741 Paseo de Roxas, Makati City.

2. I hereby certify that, during the special meeting of the Board of Directors held on July 28, 2021 at the 16th Floor BDO Towers Valero, 8741 Paseo de Roxas, Makati City, wherein a quorum was present and acting throughout, the following Resolutions were unanimously approved:

I.

**"RESOLVED**, that the Board of Directors of **PRIME MEDIA HOLDINGS, INC.** authorizes, as it hereby authorizes, the holding of the Annual Stockholders' Meeting on **22 September 2021** with a Record Date on **12 August 2021**;

**RESOLVED FURTHER**, that the President, Atty. Manolito A. Manalo, be authorized and empowered, as he is hereby, authorized and empowered to: (1) postpone and reset the meeting date and record date; (2) amend, revise and/or finalize the Agenda.

II.

**"RESOLVED FURTHER**, that pursuant to Sections 49 and 57 of the Revised Corporation Code and SEC Memorandum Circular No. 6 (Series of 2020), the Board of Directors of **PRIME MEDIA HOLDINGS, INC.** (the "Corporation") authorize, as it hereby authorizes, the holding and conduct by remote communication or in absentia of the Corporation's 2021 Annual Stockholders' Meeting;

**RESOLVED FURTHER**, that the stockholders of the Corporation be, as they are hereby, authorized to cast their votes by proxy, remote communication or in absentia, in accordance with the mechanisms and procedures to be issued by the Corporate Secretary;

**RESOLVED FINALLY**, that Management and the proper officers of the Corporation be, as they are hereby, authorized to perform all acts, and to sign,

execute, file and deliver, for and on behalf of the Company, any and all documents which may be required by the Securities and Exchange Commission in relation to the Annual Stockholders' Meeting."

IN WITNESS WHEREOF, I have hereunto set my hand this 3 September 2021  
Makati City.

**MAILA LOURDES G. DE CASTRO**  
*Corporate Secretary*

**SUBSCRIBED AND SWORN** to before me this 3 September 2021 in Makati City, affiant exhibited to me her Driver's License No. N02-95-296472 expiring on 2021/10/18.

Doc. No. 42 ;  
Page No. 10 ;  
Book No. II ;  
Series of 2021.

**ATTY. REUBEN CARLO O. GENERAL**  
Notary Public for Makati City  
Appt. No. M-136 Until 31 Dec. 2021  
Roll of Attorneys No. 59087  
IBP Membership No. 143757; 02/02/2021  
PTR No. MKT-8547469ME; 01/15/2021  
MCLE Compliance No. VI -0021476; 3/26/2019  
4F BDO Towers, Paseo de Roxas, Makati City



3 September 2021

**SECURITIES AND EXCHANGE COMMISSION**  
**Market and Securities and Regulation Department**  
G/F Secretariat Building, PICC Complex,  
Roxas Boulevard, Pasay City, 1307

Attention: **Vicente Graciano P. Felizmenio, Jr.**  
Director

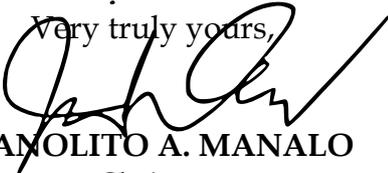
Gentlemen:

Please be informed that the annual meeting of stockholders of **PRIME MEDIA HOLDINGS, INC.** (the "Corporation") for the year 2021 which is initially scheduled to be held on 22 September 2021 (Wednesday) has been postponed and reset to **13 October 2020** (Wednesday).

The purpose of the postponement is to give the Company more time to prepare for additional matters that will be presented to the stockholders at the meeting, including amendments to the Articles of Incorporation and the By-laws.

A Notice of Meeting will be issued in relation to the new meeting date on 13 October 2021.

This letter is in compliance with the requirements of SEC Memorandum Circular No. 5 (Series of 1996).

Very truly yours,  
  
**MANOLITO A. MANALO**  
Chairman

SUBSCRIBED AND SWORN to before me this 3 September 2021 at Makati City by affiant whose identity I have confirmed through his TIN No. 195-562-309 issued on \_\_\_\_\_ in \_\_\_\_\_, bearing the affiant's photograph and signature, and who showed to me his \_\_\_\_\_ issued at \_\_\_\_\_ on \_\_\_\_\_.

Doc. No. 39 ;  
Page No. 9 ;  
Book No. II ;  
Series of 2021.

  
**ATTY. REUBEN CARLO O. GENERAL**  
Notary Public for Makati City  
Appt. No. M-136 Until 31 Dec. 2021  
Roll of Attorneys No. 59087  
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