

# 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 14, 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

<b>Date of Approval by Board of Directors</b>	Jul 28, 2021
<b>Date of Approval by Stockholders</b>	Oct 13, 2021
<b>Other Relevant Regulatory Agency, if applicable</b>	The Securities and Exchange Commission
<b>Date of Approval by Relevant Regulatory Agency, if applicable</b>	TBA
<b>Date of Approval by Securities and Exchange Commission</b>	TBA
<b>Date of Receipt of SEC approval</b>	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)**

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

Amended to provide the date of approval by stockholders.

**Filed on behalf by:**

<b>Name</b>	Joanna Manzano
<b>Designation</b>	Junior Compliance 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="13 Oct 2021"/> 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

<b>Date of Approval by Securities and Exchange Commission</b>	<input type="text" value="TBA"/> Calendar TBA N/A
<b>Date of Receipt of SEC approval</b>	<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
<b>Article II Section 7</b>	<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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**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.