

# 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)

Apr 11, 2023

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

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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 4-8 - Change in Directors and/or Officers (Resignation/Removal or Appointment/Election) References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules

#### Subject of the Disclosure

Appointment of Atty. Marian L. Geronimo as Assistant Corporate Secretary

#### Background/Description of the Disclosure

On April 11, 2023, the Board of Directors of Prime Media Holdings, Inc. approved the appointment of Atty. Marian L. Geronimo as Assistant Corporate Secretary

Below is the profile of Atty. Marian L. Geronimo:

“Atty. Marian L. Geronimo is currently one of the Legal Counsels of Marcventures Holdings, Inc. (MHI) and the Assistant Corporate Secretary of MHI's subsidiary, Marcventures Mining and Development Corporation (MMDC). Prior to joining MHI, Atty. Geronimo gained legal experience in the fields of business taxation, corporate advisory and transactions, labor, and immigration. She presently holds the position of Legal and Operations Consultant of Castillo Import Export Ventures, Inc. From 2016 to 2020, she was the Legal Manager of Villa Judan and Cruz Law Offices and Judan Law Office. In 2020, she joined the SyCip Gorres & Co. accounting firm as one of its Senior Associates. Atty. Geronimo obtained her degree in Political Economy from the University of Asia and the Pacific with a degree in Political Economy in 2007 and in 2012, she obtained her Dual Degree of Master of Business Administration and Juris Doctor from the De La Salle University-Far Eastern University Consortium.”

#### Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
-	-	-	-

#### Election or Appointment

Name of Person	Position/Designation	Date of Appointment/Election (mmm/dd/yyyy)	Effective Date of Appointment Election (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
Atty. Marian L. Geronimo	Assistant Corporate Secretary	04/11/2023	04/11/2023	-	-	-

#### Promotion or Change in Designation

Name of Person	Position/Designation		Date of Approval (mmm/dd/yyyy)	Effective Date of Change (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
	From	To			Direct	Indirect	
-	-	-	-	-	-	-	-

**Other Relevant Information**

none

**Filed on behalf by:**

<b>Name</b>	Diane Madelyn Ching
<b>Designation</b>	Corporate Secretary

**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	.		
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(Company's Full Name)

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

<b>ROLANDO S. SANTOS</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

SEC FORM 17C
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FORM TYPE

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Month Day  
Annual Meeting

N/A
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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

nil
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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

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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. ....April 11, 2023.....  
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 incorporation Industry Classification Code:
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. Results of the Board Meeting held on April 11, 2023**

We advise that at the regular meeting of the Board of Directors of PRIME MEDIA HOLDINGS, INC. (the “Corporation”) held today, April 11, 2023 at 2:00 p.m., the Board of Directors of the Corporation approved the following:

1. Approval of the 2022 Audited Financial Statements;
2. Postponement of 2023 Annual Stockholders’ Meeting and approval of conduct of Annual Stockholders’ Meeting via remote communication; and,
3. Appointment of Atty. Marian L. Geronimo as Assistant Corporate Secretary effective today, April 11, 2023.

**Below is the profile of Atty. Marian L. Geronimo:**

“Atty. Marian L. Geronimo is currently one of the Legal Counsels of Marcventures Holdings, Inc. (MHI) and the Assistant Corporate Secretary of MHI’s subsidiary, Marcventures Mining and Development Corporation (MMDC). Prior to joining MHI, Atty. Geronimo gained legal experience in the fields of business taxation, corporate advisory and transactions, labor, and immigration. She presently holds the position of Legal and Operations Consultant of Castillo Import Export Ventures, Inc. From 2016 to 2020, she was the Legal Manager of Villa Judan and Cruz Law Offices and Judan Law Office. In 2020, she joined the SyCip Gorres & Co. accounting firm as one of its Senior Associates. Atty. Geronimo obtained her degree in Political Economy from the University of Asia and the Pacific with a degree in Political Economy in 2007 and in 2012, she obtained her Dual Degree of Master of Business Administration and Juris Doctor from the De La Salle University-Far Eastern University Consortium.”


Name of Person	Position/Designation	Date of Appointment/ Election (mmm/dd/yyyy y)	Effective Date of Appointment Election (mmm/dd/yyyy )	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
Atty. Marian L. Geronimo	Asst. Corp. Secretary	04/11/2023	04/11/2023	0	0	n/a

**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

April 11, 2023  
Date

  
DIANE MADELYN C. CHING /Corporate Secretary  
.....  
Signature and Title\*

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