

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)
May 23, 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)
[REDACTED]
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 4-31 - Press Release
References: SRC Rule 17 (SEC Form 17-C)
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Prime Media Holdings Inc. (PMHI) signed a Joint Venture Agreement with ABS-CBN Corporation.

Background/Description of the Disclosure

In a disclosure filed with the PSE, the agreement is in line with Prime Media’s strategic plan to venture into media and entertainment by securing partnerships for content development, production, and distribution to expand its business.

ABS-CBN Corporation is a media organization known for creating and producing programs for different platforms through partnerships with local broadcasters. It has a streaming service, 3rd party platforms, domestic and international theater chains, and co-production and syndication agreements with global streaming platforms, and international studios.

Prime Media’s joint venture with ABS-CBN formalizes the agreement to develop, produce, and finance content, programs, and shows for distribution to local and international broadcast networks, channels, and platforms.

This will expand Prime Media’s business segments and provide streams of revenue such as equity investment and share in future projects.

Prime Media is trading under the PSE ticker symbol “PRIM”.

Other Relevant Information

None

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer