

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 26, 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
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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 4-31 - Press Release References: SRC Rule 17 (SEC Form 17-C) Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Prime ABS venture will only produce and distribute radio content

Background/Description of the Disclosure

The joint venture between Prime Media and ABS-CBN will focus mainly on content creation and production not for free TV broadcast. This is according to Prime Media President, Atty. Manolito A. Manalo.

“The objective of the JV is to provide accurate and balanced news and information to the country and public service. The content produced by the joint venture will be distributed to radio, cable tv and other platforms, including the stations under Philippine Collective Media Company (PCMC). The business model is similar to various local studios and production companies but the content we will produce are not for free TV broadcast.”

Atty. Manalo further clarifies that, “PCMC is just one of its distribution channels. It is an independent organization. ABS-CBN will not be involved in Prime’s or PCMC’s operations. The Parties will create a joint venture company.”

Prime Media recognizes the power of radio as a means to connect people, raise awareness, and influence positive social change due to its wide reach, affordability, and accessibility.

“The partnership with ABS-CBN is, without a doubt, a great business opportunity. More importantly, it is an ideal example of corporate social responsibility; meant to address information gaps and provide public service. For the shareholders of Prime, the transaction will enhance their shares’ value through the revenue stream expected to be generated from its equity investment in the joint venture.

Other Relevant Information

Disclaimer: This Press Release contains forward-looking statements. Such forward-looking statements are Prime Media's goals, plans, and present expectations of future events, and are subject to risks, uncertainties and other factors that may materially vary actual results, performance or achievements. Investors are cautioned to invest at their own risk.

Filed on behalf by:

Name	Diane Madelyn Ching
Designation	Corporate Secretary

COVER SHEET

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S.E.C. Registration Number

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(Company's Full Name)

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

Diane Madelyn C. Ching

Contact Person

8831-4479

Company Telephone Number

1	2		3	1
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Month Day
Fiscal Year

SEC FORM 17C

FORM TYPE

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Month Day
Annual Meeting

N/A

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

Domestic

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Foreign

To be accomplished by SEC Personnel concerned

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File Number

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Document I.D.

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STAMPS

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Exact name of issuer as specified in its charter

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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.....
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..... <u>Preferred</u> <u>14,366,260</u>

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