

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)

Aug 15, 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

(632) 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 4-30 - Material Information/Transactions
References: SRC Rule 17 (SEC Form 17-C) and
Sections 4.1 and 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Results of the Special Board Meeting held on August 15, 2023

Background/Description of the Disclosure

We advise that at the special meeting of the Board of Directors of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held on August 15, 2023, the Board of Directors of the Corporation approved the Loan Agreement ("Agreement") with Philippine Collective Media Corporation ("PCMC") amounting to Three Hundred Seventy-Three Million Pesos (Php373,000,000.00) and proceeded with the execution. The loan is to be paid within five (5) years from execution of the Agreement. PCMC intends to use the loan proceeds for payment of liabilities, acquisition of equipment, operations, and expansion of its business.

Other Relevant Information

NONE.

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)

ROLANDO S. SANTOS									
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Contact Person

8831-4479			
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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.

_____ Cashier

STAMPS									
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SECURITIES AND EXCHANGE COMMISSION

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CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

- 1. **August 15, 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 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
Outstanding and Amount of Debt Outstanding |
|------------------------------|--|
| Common | 700,298,616 |
| Preferred | 14,366,260 |
- 11. Indicate the item numbers reported herein: **Item No. 9 Other Events**.....

Item 9. Results of the Special Board Meeting held on August 15, 2023

We advise that at the special meeting of the Board of Directors of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held on August 15, 2023, the Board of Directors of the Corporation approved the Loan Agreement ("Agreement") with Philippine Collective Media Corporation ("PCMC") amounting to Three Hundred Seventy-Three Million Pesos (Php373,000,000.00) and proceeded with the execution. The loan is to be paid within five (5) years from execution of the Agreement. PCMC intends to use the loan proceeds for payment of liabilities, acquisition of equipment, operations, and expansion of its business.

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

August 15, 2023

Date



DIANE MADELYN C. CHING /Corporate Secretary

.....

Signature and Title*

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