

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)

Jan 30, 2024

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	850,298,616
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 4-11 - Change in Number of Issued and Outstanding Shares

References: Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Change in Number of Issued and Outstanding Shares

Background/Description of the Disclosure

Issuance of 125,000,000 common shares to Valiant Consolidated Resources Inc. (formerly Angel Maple Properties Inc.) ("Valiant") and 25,000,000 common shares to Cymac Holdings Corporation ("Cymac") for their respective subscriptions. For purposes of computing public ownership, the Company considered Cymac's ownership of 2.94% as part of public float considering that Valiant and Cymac are separate and distinct entities who are not acting in concert. The Corporation recorded the issuance of the 150,000,000 new common shares in the books of the Corporation on January 26, 2024 and the Stock and Transfer Agent issued the corresponding stock certificate on January 26, 2024.

Change(s) in Number of Issued and Outstanding Shares

Issued Shares

Type of Security /Stock Symbol	Before	After
COMMON/ PRIM	700,298,616	850,298,616

Outstanding Shares

Type of Security /Stock Symbol	Before	After
COMMON/ PRIM	700,298,616	850,298,616

Other Changes, if any

In percent	Before	After
Public float	22.77	21.69
Foreign Ownership level	-	-

Filed on behalf by:

Name	Diane Madelyn Ching
Designation	Corporate Secretary