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## Prime Media Holdings, Inc. PRIM

**PSE Disclosure Form 17-4 - Request for Extension to File SEC Form 17-Q**  
**References: SRC Rule 17, SEC Memorandum Circular No. 7 Series of 2008 and**  
**Section 17.2 and 17.8 of the Revised Disclosure Rules.**

<b>For the period ended</b>	Mar 31, 2021
<b>Deadline of Submission of Quarterly Report</b>	May 17, 2021

### Reason for requesting extension to submit Quarterly Report

The Company needs the additional time to consolidate and finalize its quarterly report and to secure the necessary approvals and signatures.

### Other Relevant Information

Please see attached SEC Form 17-L.

***The Company undertakes to submit the report within five (5) calendar days after the prescribed deadline or upon submission of the report to the Securities and Exchange Commission, whichever is earlier. The Company understands that failure to comply with the undertaking may result to the imposition of applicable penalty/ies and/or sanction/s.***

### Filed on behalf by:

<b>Name</b>	Maila Lourdes De Castro
<b>Designation</b>	Corporate Secretary, Compliance Officer and Data Privacy Officer

**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	.		
(	f	o	r	m	e	r	l	y		F	i	r	s	t		e	-	B	a	n	k		C	o	r	p	.)

(Company's Full Name)

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

<b>MAILA G. DE CASTRO</b>
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Contact Person

<b>8831-4479</b>
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Company Telephone Number

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Month      Day  
Fiscal Year

SEC FORM 17-L (Request for Extension to File 17Q March 2021)
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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

\_\_\_\_\_ LCU

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Document I.D.

\_\_\_\_\_ Cashier

STAMPS
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-L

NOTIFICATION OF INABILITY TO FILE ALL OR ANY PORTION OF SEC FORM 17-A OR 17-Q

Check One:

Form 17-A [ ] Form 17-Q [X]

Period-Ended Date of required filing **March 31, 2021**

Date of this report **May 7, 2021**

Nothing in this Form shall be construed to imply that the Commission has verified any information contained herein.

If this notification relates to a portion or portions of the filing checked above, identify the item(s) to which the notification relates:.....

1. SEC Identification Number **22401** 2. BIR Tax Identification No. **000-491-007-000**

3. **PRIME MEDIA HOLDINGS, INC.**  
Exact name of issuer as specified in its charter

4. **Philippines**  
Province, country or other jurisdiction of incorporation

5. Industry Classification Code:  (SEC Use Only)

6. **16<sup>th</sup> Floor BDO Towers Valero, 8741 Paseo de Roxas, Makati City**  
Address of principal office Postal Code

7. **63(2) 831-4479** **1227**  
Issuer's telephone number, including area code

8. N/A  
Former name, former address, and former fiscal year, if changed since last report.

9. Are any of the issuer's securities listed on a Stock Exchange?

Yes [ X ] No [ ]

If yes, disclose the name of such Stock Exchange and the class of securities listed therein:

**Philippine Stock Exchange - Common Stock and Preferred Stock**

**Part I - Representations**

If the subject report could not be filed without unreasonable effort or expense and the issuer seeks relief pursuant to SRC Rule 17-1, the following should be completed. (Check box if appropriate)

(a) The reasons described in reasonable detail in Part II of this Form could not be estimated without unreasonable effort or expense. [ ]

(b) The subject annual report on SEC Form 17-A, or portion thereof, will be filed on or before the fifteenth calendar day following the prescribed due date; or the subject quarterly report on SEC Form 17-Q, or portion thereof, will be filed on or before the fifth day following the prescribed due date. [ X ]

(c) The accountant's statement or other exhibit required by paragraph 3 of SRC Rule 17-1 has been attached if applicable. [ ]

**Part II - Narrative**

State below in reasonable detail the reasons why SEC Form 17-A or SEC Form 17-Q, or portion thereof, could not be filed within the prescribed period. (Attach additional sheets if needed.)

**The Company needs the additional time to consolidate and finalize its quarterly report and to secure the necessary approvals and signatures.**

**Part III - Other Information**

(a) Name, address and telephone number, including area code, and position/title of person to contact in regard to this notification

**Maila Lourdes G. De Castro, 4<sup>th</sup> Floor BDO Towers Paseo, 8741 Paseo de Roxas, Makati City, (02) 8831-4479, Corporate Secretary**

(b) Have all other periodic reports required under Section 17 of the Code and under Sections 26 and 141 of the Corporation Code of the Philippines during the preceding 12 months, or for such shorter period that the issuer was required to file such report(s), been filed? If the answer is no, identify the report(s).

Yes [ X ] No [ ] Reports: .....

(c) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

Yes [ ] No [ X ]

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

**SIGNATURE**

Pursuant to the requirements of the SRC Rule 17-1, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**PRIME MEDIA HOLDINGS, INC.**

.....  
Registrant's full name as contained in charter

  
**MAILA LOURDES G. DE CASTRO- Corporate Secretary**

.....  
Signature and Title

Date: 07 May 2021