

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)
Sep 3, 2019
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
Manila, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
16TH FLOOR CITIBANK TOWER, 8741 PASEO DE ROXAS MAKATI CITY
Postal Code
1227
8. Issuer's telephone number, including area code
831-4479
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
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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 4-8 - Change in Directors and/or Officers
(Resignation/Removal or Appointment/Election)
References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules**

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| Subject of the Disclosure |
| Resignation of Atty. Diane Madelyn Ching and Appointment of Atty. Maila Lourdes G. De Castro |
| Background/Description of the Disclosure |
| Resignation of Atty. Diane Madelyn C. Ching and Appointment of Atty. Maila Lourdes G. De Castro |

Resignation/Removal or Replacement

| Name of Person | Position/Designation | Effective Date of Resignation/Cessation of term (mmm/dd/yyyy) | Reason(s) for Resignation/Cessation |
|------------------------|--|---|-------------------------------------|
| Diane Madelyn C. Ching | Director, Corporate Secretary, Compliance Officer and Data Privacy Officer | 09/03/2019 | Personal |

Election or Appointment

| Name of Person | Position/Designation | Date of Appointment/Election (mmm/dd/yyyy) | Effective Date of Appointment Election (mmm/dd/yyyy) | Shareholdings in the Listed Company | | Nature of Indirect Ownership |
|----------------------------|--|--|--|-------------------------------------|----------|------------------------------|
| | | | | Direct | Indirect | |
| Maila Lourdes G. De Castro | Corporate Secretary, Compliance Officer and Data Privacy Officer | 09/03/2019 | 09/03/2019 | 0 | 0 | N.A. |

Promotion or Change in Designation

| Name of Person | Position/Designation | | Date of Approval (mmm/dd/yyyy) | Effective Date of Change (mmm/dd/yyyy) | Shareholdings in the Listed Company | | Nature of Indirect Ownership |
|----------------|----------------------|----|--------------------------------|--|-------------------------------------|----------|------------------------------|
| | From | To | | | Direct | Indirect | |
| - | - | - | - | - | - | - | |

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| Other Relevant Information |
| none |

Filed on behalf by:

| | |
|-------------|----------------|
| Name | Joanna Manzano |
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| Designation | Junior Compliance Officer |
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