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## Prime Media Holdings, Inc. PRIM

**PSE Disclosure Form 17-7 - Statement of Changes in Beneficial  
Ownership of Securities  
References: SRC Rule 23 and  
Section 17.5 of the Revised Disclosure Rules**

<b>Name of Reporting Person</b>	ATTY. DIANE MADELYN C. CHING
<b>Relationship of Reporting Person to Issuer</b>	Director, Corporate Secretary, Compliance Officer and Data Privacy Officer

<b>Description of the Disclosure</b>
SEC Form 23B to report that Atty. Diane Madelyn C. Ching is no longer subject to filing requirement.

**Filed on behalf by:**

<b>Name</b>	Joanna Manzano
<b>Designation</b>	Junior Compliance Officer

COVER SHEET

2 2 4 0 1

S.E.C. Registration Number

PRIME MEDIA HOLDINGS, INC.  
(formerly First Bank Corp.)

(Company's Full Name)

16th Floor Citibank Tower,  
8741 Paseo de Roxas,  
Makati City

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

ROLANDO S. SANTOS

Contact Person

831-4479

Company Telephone Number

1 2 3 1  
Month Day  
Fiscal Year

SEC FORM 23B  
(Atty. Diane Madelyn C. Ching  
FORM TYPE

0 5  
Month Day  
Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this  
Doc.

Amended Articles  
Number/Section

Total Amount of Borrowings

Total No. of  
Stockholders

nil Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

**FORM 23-B**

REVISED

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 23 of the Securities Regulation Code

Check box if no longer subject to filing requirement

1. Name and Address of Reporting Person <b>CHING, DIANE MADELYN C.</b> (Last) (First) (Middle)	2. Issuer Name and Trading Symbol <b>Prime Media Holdings, Inc.</b>	7. Relationship of Reporting Person to Issuer (Check all applicable) Director <input type="checkbox"/> Officer <input type="checkbox"/> 10% Owner <input type="checkbox"/> Other (specify below) <input type="checkbox"/>	
3. Tax Identification Number <b>201-507-466</b>	5. Statement for Month/Year <b>September-19</b>		
4. Citizenship <b>Filipino</b>	6. If Amendment, Date of Original (Month/Year)	<b>(Resigned effective September 3, 2019)</b>	

**Table 1 - Equity Securities Beneficially Owned**

1. Class of Equity Security	2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)		3. Amount of Securities Owned at End of Month	4. Ownership Form: Direct (U) or Indirect (I) *	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)			
Common						
<b>Total</b>		<b>0</b>		<b>0.00%</b>	<b>1,000 D</b>	

(Print or Type Responses)

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.

- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
  - (A) Voting power which includes the power to vote, or to direct the voting of, such security, and/or
  - (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security.
- (2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
  - (A) held by members of a person's immediate family sharing the same household;
  - (B) held by a partnership in which such person is a general partner;
  - (C) held by a corporation of which such person is a controlling shareholder; or
  - (D) subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.



By: **Diane Madelyn C. Ching**  
(signature of Reporting Person)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., warrants, options, convertible securities)

1. Derivative Security	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Yr)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/Year)	6. Title and Amount of Underlying Securities		7. Price of Derivative Security	8. No. of Derivative Securities Beneficially Owned at End of Month	9. Ownership Form of Derivative Security: Direct (D) or Indirect (I) *	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)		Title	Amount or Number of Shares				
None											

Explanation of Responses:


  
**Diane Madelyn C. Ching**

**SEP 05 2019**
  
 \_\_\_\_\_ Date

(Signature of Reporting Person)