

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 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.

For the period ended	Mar 31, 2020
Deadline of Submission of Quarterly Report	May 15, 2020

Reason for requesting extension to submit Quarterly Report
In compliance with Securities and Exchange Commission ("SEC") Memorandum Circular No. 5 Series of 2020 (subsequently amended by virtue of a Notices issued by the SEC on March 18, 2020 and April 3, 2020), Prime Media Holdings Inc. ("Company") hereby files SEC Form 17-LC, notifying the SEC, the Exchange, and the public of the inability to file on time the Company's Quarterly Financial Report (SEC Form 17-Q) for the period ending March 31, 2020. The reason for such inability to file is due to the enhanced community quarantine implemented because of COVID-19 Pandemic.

Other Relevant Information
Please see attached SEC FORM 17-LC.

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:

Name	Maila Lourdes De Castro
Designation	Corporate Secretary, Compliance Officer and Data Privacy Officer

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-LC
(COVID 19)

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

GENERAL INSTRUCTIONS

- 1. This is a special Form that may be filed during the period while a state of national public health emergency is in effect.
- 2. It shall be signed by an executive officer of the issuer or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the this Form is signed on behalf of the issuer by an authorized representative other than an executive officer, a statement evidencing the representative's authority to sign on behalf of the issuer shall be filed with the Form.
- 3. A PDF or image copy of this Form shall be uploaded through the PSE EDGE, for Publicly Listed Company (PLC) or sent via email to msrd_covid19@sec.gov.ph, for non- PLC. However, the Commission reserves the right to require the company to submit a hard copy of this Form at a later date after the lifting of any home restriction under the community quarantine order.

***** End of Instruction Part *****

SECURITIES AND EXCHANGE COMMISSION
 SEC FORM 17-LC
 (COVID 19)
 NOTIFICATION OF INABILITY TO FILE SEC FORM 17-A OR 17-Q

Check One:

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

Period/Ended Date of required filing.....March 31, 2020.....

Date of this report.....May 11, 2020.....

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

- 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.METRO MANILA, PHILIPPINES.....
Province, country or other jurisdiction of incorporation
- 5. Industry Classification Code: (SEC Use Only)
- 6. ...16th Floor Citibank Tower, 8741 Paseo de Roxas, Makati City...1227.....
Address of principal office Postal Code
- 7. ... (+632)8831-4479.....
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

PART I - REPRESENTATIONS

If the subject report could not be filed **due to COVID19** and the issuer seeks relief from SRC Rule 17-1, the following should be completed. (Check box if appropriate)

(a) The operation of the Company is. [**X**] Domestic Only [] Domestic and Foreign

(b) The subject annual report on SEC Form 17-A [] and/or the subject quarterly report on SEC Form 17-Q [**X**] will be filed within the period prescribed in SEC MC 5, series of 2020 or in any amendment thereto.¹

PART II- 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, 4th Floor Citibank Center, 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 25 and 177 of the Revised Corporation Code, 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) The indicative date the company would convene the Annual Stockholders' Meeting: **13 August 2020**. Please provide reason if company could not provide an indicative date.

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 ..**May 11, 2020**.....

¹ For PLC with domestic operation only, the filing of 17_A or 17-Q is extended until 30 June 2020. For PLC with foreign operation, the filing of said reports is extended until 30 June 2020 or 60 days from that date of lifting of travel restrictions/ban by the concerned government authorities, whichever comes later.