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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*

Name of Reporting Person	ROLANDO S. SANTOS
Relationship of Reporting Person to Issuer	DIRECTOR/ TREASURER

Description of the Disclosure

SEC FORM 23-B

Filed on behalf by:

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

COVER SHEET

2 2 4 0 1

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)

1	6	t	h	F	J	o	r	B	D	O	T	o	w	e	r	s					
V	a	l	e	r	o	8	7	4	1	P	a	s	e	o	d	e	R	o	x	a	s
M	a	k	a	t	i	C	i	t	y												

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

MAILA G. DE CASTRO

8831-4479

Contact Person

Company Telephone Number

1 2 3 1

SEC FORM 23-B
(Rolando S. Santos)

0 5

Month Day
Fiscal Year

FORM TYPE

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

Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

**SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines**

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 Santos, Rolando S. <small>(Last) (First) (Middle)</small> No. 2 James St Filinvest Homes Marcos <small>(Street)</small> Highway, Antipolo City <small>(City) (Province) (Postal Code)</small>		2. Issuer Name and Trading Symbol Prime Media Holdings Inc. (PRIM)		7. Relationship of Reporting Person to Issuer <small>(Check all applicable)</small> X _____ 10% Owner <small>Director Officer (give title below) (specify below)</small> X _____ _____ Treasurer				
3. Tax Identification Number 127-551-054		5. Statement for Month/Year Feb-21		6. If Amendment, Date of Original (Month/Year)				
4. Citizenship FILIPINO		Table 1 - Equity Securities Beneficially Owned						
1. Class of Equity Security	2. Transaction Date <small>(Month/Day/Year)</small>	4. Securities Acquired (A) or Disposed of (D)			3. Amount of Securities Owned at End of Month		4. Ownership Form: <small>Direct (U) or Indirect (I)</small>	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	Price	%	Number of Shares		
COMMON	2/18/2021	125,000	A	1.75				
	2/18/2021	25,000	A	1.73				
						1,000	(D)	
						150,000	(D)	
		150,000		Total	0.02%	151,000	(D)	

(Print or Type Responses)

If the change in beneficial ownership is 50% of the previous shareholdings or is equal to 5% of the outstanding capital stock of the issuer, provide the disclosure requirements set forth on page 3 of this form.

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.

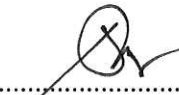
By:
Rolando S. Santos
Director/Treasurer
(Signature of Reporting Person)

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)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of Makati on 23 February 2021.

By: 

Rolando S. Santos
Director/ Treasurer
 (Signature of Reporting Person)



Ref. No. PRIM_LEG2021_CERT_008

CERTIFICATION

I, **Maia G. de Castro**, Corporate Secretary of Prime Media Holdings Inc. (the "Corporation") with SEC Registration Number 000022401, and with principal office at 16th Floor BDO Towers Valero, 8741 Paseo de Roxas, Makati City, Philippines, on oath state:

1. That upon instructions of the Corporation's Management, I have caused this SEC Form 23-B (Statement of Changes in Beneficial Ownership of Securities) to be prepared;
2. That I read and understood its contents which are true and correct to the best of my personal knowledge and/or based on records;
3. That the Corporation will comply with the requirements set forth in SEC Notice dated 24 June 2020 for a complete and official submission of reports and/or documents through electronic mail; and,
4. That I am fully aware that the documents filed online which require pre-evaluation and/or processing fee shall be considered complete and officially received only upon payment of a filing fee.

IN WITNESS WHEREOF, I have hereunto set my hand this 23 day of FEB 23 2021.

Maia G. de Castro
Corporate Secretary

SUBSCRIBED AND SWORN to before me this 23 day of FEB 23 2021, affiant exhibiting to me her valid identification, as follows:

NAME	VALID IDENTIFICATION	DATE and/or PLACE OF ISSUE
Maia G. de Castro	<u>PL-46295-296472</u>	expiring on October 21, 2021

Doc. No. 233 ;
Page No. 56 ;
Book No. 1 ;
Series of 2021.

Notary Public

MARJORIE A. SANDUAN
 Notary Public for Makati City
 Appl. No. 135 Until 31 Dec. 2021
 Roll of Members No. 71296

IBP Membership No. 153408; 01/18/2021
 PTR No. MKT-8547468ME; 01/15/2021; Makati City
 ACLE Compliance No. VI-4013795; 10/12/2018;
 4F BDO Towers (formerly Ctr. Center),
 9741 Paseo de Roxas, Makati City