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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	ANTONIO L. TIU
Relationship of Reporting Person to Issuer	DIRECTOR

Description of the Disclosure

SEC Form 23B to report that Mr. Antonio L. Tiu is no longer subject to filing requirement.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer

COVER SHEET

2 2 4 0 1

S.E.C. Registration Number

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

(Company's Full Name)

16th Floor BDO Towers
Valero 8741 Paseo de Roxas
Makati City

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

MAILA G. DE CASTRO

Contact Person

8831-4479

Company Telephone Number

1 2

Month Day
Fiscal Year

3 1

SEC FORM 23-B
(Mr. Antonio L. Tiu)

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

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 TIU, ANTONIO L. (Last) (First) (Middle) 110 Cedar Mansion 2, #7 St. Jose Ma. Escriva Drive (Street) Brgy. San Antonio Pasig City (Province) (Postal Code)		2. Issuer Name and Trading Symbol Prime Media Holdings Inc. (PRIM) 3. Tax Identification Number 203-067-724 4. Citizenship FILIPINO		5. Statement for Month/Year Feb-21 6. If Amendment, Date of Original (Month/Year)		7. Relationship of Reporting Person to Issuer (Check all applicable) X Director Officer (give title below) 10% Owner (specify below) Resigned effective 23 February 2021	
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		6. Nature of Indirect Beneficial Ownership	
		Amount	(A) or (D)	%	Number of Shares		
COMMON							
			Total	0	0.00%	1,000	(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: 
Antonio L. Tiu
Director
 (Signature of Reporting Person)


FORM 23-B (continued)

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					

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: 
Antonio L. Tiu
Director

(Signature of Reporting Person)



CERTIFICATION

I, **Maila 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 FEB 24 2021 day of 2021. MAKATI CITY

Handwritten signature of Maila G. de Castro

Maila G. de Castro
Corporate Secretary

SUBSCRIBED AND SWORN to before me this FEB 24 2021 day of 2021, affiant exhibiting to me her valid identification, as follows:

Table with 3 columns: NAME, VALID IDENTIFICATION, DATE and/or PLACE OF ISSUE. Row 1: Maila G. de Castro, Driver's License No. N02-95-296472 expiring on October 21, 2021

Doc. No. 276;
Page No. 57;
Book No. I;
Series of 2021.

Notary Public

Handwritten signature of Marjorie A. San Juan

MARJORIE A. SAN JUAN
Notary Public for Makati City
Appt. No. M-135 Until 31 Dec. 2021
Roll of Attorneys No. 71296
IBP Membership No. 153408; 01/18/2021
PTR No. MKT-8547468ME; 01/15/2021; Makati City;
MCLE Compliance No. VI -0013795; 10/12/2018;
4F BDO Towers (formerly Citi Center),
8741 Paseo de Roxas, Makati City