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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>	MR. ROLANDO S. SANTOS
<b>Relationship of Reporting Person to Issuer</b>	DIRECTOR/ TREASURER

**Description of the Disclosure**

PLEASE SEE ATTACHED SEC FORM 23B

**Filed on behalf by:**

<b>Name</b>	Maila Lourdes De Castro
<b>Designation</b>	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	i	l	o	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**

Contact Person

**8831-4479**

Company Telephone Number

1 2 3 1

Month Day

Fiscal Year

SEC FORM 23-B  
(Mr. Rolando S. Santos)

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 <b>Santos, Rolando S.</b>		2. Issuer Name and Trading Symbol <b>Prime Media Holdings Inc. (PRIM)</b>		7. Relationship of Reporting Person to Issuer (Check all applicable)	
(Last)	(First)	(Middle)	3. Tax Identification Number <b>127-551-054</b>	5. Statement for Month/Year <b>Mar-21</b>	<input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> Officer (give title below)
No. 2 James St Filinvest Homes Marcos (Street)			4. Citizenship <b>FILIPINO</b>	6. If Amendment, Date of Original (Month/Year)	<input type="checkbox"/> 10% Owner (specify below)
Highway, Antipolo City (City) (Province) (Postal Code)			<b>Treasurer</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 (D) or Indirect (I) *	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	Price	%	Number of Shares		
<b>COMMON</b>	3/1/2021	189,000	A	2.80				
	3/2/2021	96,000	D	2.62				
	3/2/2021	41,000	D	2.61				
	3/2/2021	13,000	D	2.60				
		189,000				151,000	(D)	
		150,000				39,000	(D)	
	<b>Total</b>	<b>39,000</b>			<b>0.03%</b>	<b>190,000</b>	<b>(D)</b>	

(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 05 March 2021.

By:  .....

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