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 17-7 - 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                         | ATTY. CHRISTOPHER SAM S. SALVADOR  |
|--|--|
| Relationship of<br>Reporting Person to<br>Issuer | Assistant Corporate Secretary/ Co-Compliance Officer and Corporate Information Officer |

#### **Description of the Disclosure**

SEC Form 23B to report that Atty. Christopher Sam S. Salvador is no longer subject to filing requirement.

### Filed on behalf by:

| Name        | Reuben Carlo General |
|-------------|----------------------|
| Designation | Corporate Secretary  |

## **COVER SHEET**

|                            |   |        |                 |             |        |      |      |      |      |     |      |       |       |      | 2    | 2     | 4    | . 0  | 1    |      |      |     |     |      |          |       |     |    |
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| . 1                        | REUBEN CARLO O. GENERAL 8831-4479       |        |                 |             |        |      |      |      |      |     |      |       |       |      |      |       |      |      |      |      |      |     |     |      |          |       |     |    |
|                            | Contact Person Company Telephone Number |        |                 |             |        |      |      |      |      |     |      |       |       |      |      |       |      |      |      |      |      |     |     |      |          |       |     |    |
| 1 2 3 1 SEC FOR SOUTH      |   |        |                 |             |        |      |      |      |      | _   |      |       |       |      |      |       |      |      |      | ſ    |      |     |     |      |          |       |     |    |
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#### SECURITIES AND EXCHANGE COMMISSION Metro Manila, Philippines

FORM 23-B

| X           | Check box if no longer subject |
|-------------|--------------------------------|
| hendelessed | to filing requirement          |

## REVISED

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

| Name and Address of Reporting Person               | 2. Issuer Name and            | Trading Symbol                                   |  |       | Relationship of Reporting Person to Issuer     (Check all applicable) |                                    |   |   |  |  |  |  |
|--|-------------------------------|--|--|-------|---|------------------------------------|---|---|--|--|--|--|
| SALVADOR, CHRISTOPHER SAM S.                       | Prime Media                   | Holdings Inc. (Pf                                | RIM)   |       |   |                                    |   |   |  |  |  |  |
| (Last) (First) (Middle)                            | Tax Identification     Number |  | 5. Statement for<br>Month/Year                       |       | - <del>X</del>  | Director Officer (give title below | n)  | 10% Owner (specify below)                   |  |  |  |  |
| 6th Floor Pacific Star Bldg, Makati Ave. cor. Sen. | 285-569-946                   | 3  | June 2   | -     |   | V                                  | ~^ <i>i</i> : 1                                   | ul goan                                     |  |  |  |  |
| (Street)   | 4. Citizenship                |  | <ol><li>If Amendment,<br/>Original (Month)</li></ol> |       | Recigned effective June 14, 2022                                      |                                    |   |   |  |  |  |  |
| Gil Puyat Ave., Makati City                        | FILIPINO                      |  |  |       |   |                                    |   |   |  |  |  |  |
| (City) (Province) (Postal Code)                    |                               | Table 1 - Equity Securities Beneficially Owned   |  |       |   |                                    |   |   |  |  |  |  |
| 1. Class of Equity Security                        | Transaction     Date          | 4. Securities Acquired (A) of                    | or Disposed of (D)                                   |       | Amount of Month   | of Securities Owned at End of      | 4 Ownership Form:<br>Ulrect (U) or Indirect (I) * | Nature of Indirect Beneficial     Ownership |  |  |  |  |
|  | (Month/Day/Year)              | Amount   | (A) or (D)   | Price | %   | Number of Shares                   |   |   |  |  |  |  |
| COMMON   |                               | Amount   | (A) of (D)   | FILE  | 1   |                                    |   |   |  |  |  |  |
|  |                               |  |  |       |   |                                    |   |   |  |  |  |  |
|  |                               |  |  |       |   |                                    |   |   |  |  |  |  |
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|  |                               | -  |  | T-4-1 | 0.000/  | 0                                  |   |   |  |  |  |  |
|  |                               | 0  |  | Total | 0.00%   | 0                                  |   |   |  |  |  |  |
|  |                               |  | L  |       |   |                                    | L   |   |  |  |  |  |

(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.

Christopher Sam S. Salvador

Assistant Corporate Secretary/ Co-Compliance Officer and Corporate Information Officer

(Signature of Reporting Person)

| 1. Derivative Security | 2. Conversion or<br>Exercise Price<br>of Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Yr) | Number of Deriva     Acquired (A) or Di |            | 5. Date<br>Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 6. Title and<br>Underlying |              | 7. Price of<br>Derivative<br>Security | 8. No. of<br>Derivative<br>Securities<br>Beneficially<br>Owned at | 9. Owner-<br>ship Form<br>of Derivative<br>Security;<br>Direct (D) | 10. Nature<br>of Indirect<br>Beneficial<br>Ownership |   |
|------------------------|---|--|---|------------|---|----------------------------|--------------|---------------------------------------|---|--|--|---|
|                        |   |  | Amount                                  | (A) or (D) | Date Exercisable  | Expiration<br>Date         | Title        | Amount or<br>Number<br>of Shares      |   | End of<br>Month  | or<br>Indirect (I) *                                 |   |
|                        |   |  |   |            |   | -                          | -            | -                                     | <del> </del>  |  | +  | + |
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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 14 June. 2012

Christopher Sam S. Salvador

Assistant Corporate Secretary/ Co-Compliance Officer and Corporate Information Officer