

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)
Sep 23, 2022
2. SEC Identification Number
22401
3. BIR Tax Identification No.
000-491-007
4. Exact name of issuer as specified in its charter
PRIME MEDIA HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation
Metro Manila, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
16TH FLOOR BDO TOWERS VALERO (FORMERLY CITIBANK TOWER), 8741 PASEO
DE ROXAS MAKATI CITY
Postal Code
1227
8. Issuer's telephone number, including area code
(632) 8831-4479
9. Former name or former address, if changed since last report
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10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
COMMON	700,298,616
PREFERRED	14,366,260

11. Indicate the item numbers reported herein
Item 9 Other Events

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 4-8 - Change in Directors and/or Officers (Resignation/Removal or Appointment/Election) References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Update in Designation of Atty. Reuben Carlo O. General

Background/Description of the Disclosure

Update in Designation of Atty. Reuben Carlo O. General

Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
-	-	-	-

Election or Appointment

Name of Person	Position/Designation	Date of Appointment/Election (mmm/dd/yyyy)	Effective Date of Appointment Election (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
-	-	-	-	-	-	-

Promotion or Change in Designation

Name of Person	Position/Designation		Date of Approval (mmm/dd/yyyy)	Effective Date of Change (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
	From	To			Direct	Indirect	
Atty. Reuben Carlo O. General	Corporate Secretary/ Compliance Officer/Data Privacy Officer	Corporate Secretary/ Compliance Officer/Data Privacy Officer/ Corporate Information Officer	09/23/2022	09/23/2022	-	-	-

Other Relevant Information

None.

Filed on behalf by:

Name	Reuben Carlo General
Designation	Corporate Secretary

COVER SHEET

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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	l	o	o	r		B	D	O		T	o	w	e	r	s								
V	a	l	e	r	o		(f	o	r	m	e	r	l	y		C	i	t	i	b	a	n	k				
T	o	w	e	r)		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)

REUBEN CARLO O. GENERAL

Contact Person

8831-4479

Company Telephone Number

1	2	3	1
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Month Day
Fiscal Year

SEC FORM 17-C
(Results of the 2022 Organizational
Meeting of the Board of Directors)

FORM TYPE

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Month Day
Annual Meeting

N/A

Secondary License Type, If Applicable

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Dept. Requiring this
Doc.

Amended Articles
Number/Section

Total Amount of Borrowings

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Total No. of
Stockholders

nil

Domestic

Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I.D.

Cashier

STAMPS

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER

1.September 23, 2022.....
Date of Report (Date of earliest event reported)
2. SEC Identification Number22401..... 3. BIR Tax Identification No. .. 000-491-007..
4. .. Prime Media Holdings, Inc......
Exact name of issuer as specified in its charter
5. Manila, Philippines..... 6. (Use Only)
Province, country or other jurisdiction of Industry Classification Code:
incorporation
7. ..16th Floor BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City.. 1227.....
Address of principal office Postal Code
8. +632 8831-4479.....
Issuer's telephone number, including area code
9. N/A.....
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA
- | Title of Each Class | Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding |
|------------------------------|--|
| <u>Common</u> | <u>700,298,616</u> |
| <u>Preferred</u> | <u>14,366,260</u> |
11. Indicate the item numbers reported herein:Item No. 9 Other Events.....

Item 9. Results of the Organizational Meeting of the Board of Directors


Please see attached Results of the 2022 Organizational Meeting of the Board of Directors of Prime Media Holdings, Inc. (PRIM) held on 23 September 2022.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

..PRIME MEDIA HOLDINGS, INC.....
Issuer

.....September 23, 2022.....
Date


REUBEN CARLO O. GENERAL/ Corporate Secretary
.....
Signature and Title*

* Print name and title of the signing officer under the signature.



23 September 2022

The Philippine Stock Exchange, Inc.

6th Floor, PSE Tower

5th Avenue corner 28th Street

Bonifacio Global City, Taguig City

Attention: **Ms. Alex Tom Wong**
Officer-in-Charge, Disclosure Department

Re: **Results of the Organizational Meeting of the Board of Directors**

Gentlemen:

We advise that during the Organizational Meeting of the Board of Directors held immediately after the stockholders' meeting, the following matters were acted upon:

1. Election of the following officers for the year 2022 to 2023 to serve as such until their successors are duly elected and qualified:

Manolito A. Manalo	:	Chairman of the Board and President
Bernadeth A. Lim	:	Vice-President
Rolando S. Santos	:	Treasurer
Reuben Carlo O. General	:	Corporate Secretary/ Compliance Officer/Data Privacy Officer/ Corporate Information Officer
Dale A. Tongco	:	Risk Management Officer

2. Election of the following Committee Members for the year 2022 to 2023 to serve as such until their successors are duly elected and qualified:

(a) Executive Committee:

Chairman: Manolito A. Manalo
Members: Rolando S. Santos
Hermogene H. Real

(b) Audit, Governance, Oversight and Related Party Transaction Committee:

Chairman: Johnny Y. Aruego, Jr. (*Independent Director*)
Members: Francisco L. Layug III (*Independent Director*)
Bernadeth A. Lim

(c) Nomination and Compensation Committee:

Chairman: Francisco L. Layug III (*Independent Director*)

Members: Johnny Y. Aruego, Jr. (*Independent Director*)
Hermogene H. Real

Very truly yours,



Reuben Carlo O. General
Corporate Secretary