

# 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)  
Jan 11, 2023
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)  
[REDACTED]
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

Resignation of Atty. Reuben Carlo O. General as Corporate Secretary/ Compliance Officer / Data Privacy Officer and Corporate Information Officer

### Background/Description of the Disclosure

On 11 January 2023, the Board of Directors of Prime Media Holdings, Inc. (the "Corporation") noted and accepted the resignation of Atty. Reuben Carlo O. General as the Corporation's Corporate Secretary, Compliance Officer, Data Privacy Officer, and Corporate Information Officer as stated in his resignation letter dated 29 December 2022 and effective on 3 January 2023. The resignation is due to personal matters.

### Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
REUBEN CARLO O. GENERAL	Corporate Secretary/ Compliance Officer/ Data Privacy Officer and Corporate Information Officer	01/03/2023	PERSONAL MATTER

### 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	
-	-	-	-	0	0	-

### 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	
-	-	-	-	-	0	0	-

### Other Relevant Information

NONE

**Filed on behalf by:**

<b>Name</b>	Joanna Manzano
<b>Designation</b>	Junior Compliance Officer

**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	.		
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(Company's Full Name)

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V	a	l	e	r	o		(	f	o	r	m	e	r	l	y		C	i	t	i	b	a	n	k	
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M	a	k	a	t	i		C	i	t	y															
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(Business Address: No. Street/City/Province)

<b>REUBEN CARLO O. GENERAL</b>									
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Contact Person

<b>8831-4479</b>			
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Company Telephone Number

1	2		3	1
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Month      Day  
Fiscal Year

<b>SEC FORM 17C</b> (Resignation of Atty. Reuben Carlo O. General)
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FORM TYPE

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Month      Day  
Annual Meeting

N/A
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Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles  
Number/Section

Total Amount of Borrowings

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Total No. of Stockholders

nil
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Domestic

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Foreign

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To be accomplished by SEC Personnel concerned

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File Number

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Document I.D.

\_\_\_\_\_ Cashier

STAMPS									
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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. ....January 11, 2023.....  
Date of Report (Date of earliest event reported)
  
2. SEC Identification Number .... 22401.....      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.....

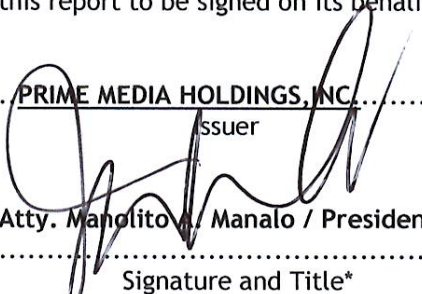
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**Item 9. Resignation of Atty. Reuben Carlo O. General**

On 11 January 2023, the Board of Directors of Prime Media Holdings, Inc. (the "Corporation") noted and accepted the resignation of Atty. Reuben Carlo O. General as the Corporation's Corporate Secretary, Compliance Officer, Data Privacy Officer, and Corporate Information Officer as stated in his resignation letter dated 29 December 2022 and effective on 3 January 2023. The resignation is due to personal matters.

**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.

<u>PRIME MEDIA HOLDINGS, INC.</u> .....	..... <u>January 11, 2023</u> .....
Issuer	Date
	
Atty. Manolito V. Manalo / President	
.....	
Signature and Title*	

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