

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)
Aug 12, 2021
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
Manila, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
16TH FLOOR BDO TOWERS VALERO, 8741 PASEO DE ROXAS MAKATI CITY
Postal Code
1227
8. Issuer's telephone number, including area code
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 7-1 - Notice of Annual or Special Stockholders' Meeting *References: SRC Rule 17 (SEC Form 17-C) and Sections 7 and 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

Notice of 2021 Annual Stockholders' Meeting

Background/Description of the Disclosure

Notice of 2021 Annual Stockholders' Meeting

Type of Meeting

- Annual
 Special

Date of Approval by Board of Directors	Jul 28, 2021
Date of Stockholders' Meeting	Sep 22, 2021
Time	2:00 P.M.
Venue	16F BDO Towers Valero, 8741 Paseo de Roxas, Makati City via Virtual Meeting/Video Conferencing/Remote Communication
Record Date	Aug 12, 2021

Agenda	<ol style="list-style-type: none"> 1. Call to Order 2. Proof of Notice and Certification of Quorum 3. Approval of the Previous Minutes 4. Approval of the Annual Report and the Audited Financial Statements for the year ending December 31, 2020 5. Ratification of Management Acts 6. Approval of the Subscription by PCMC Shareholders to One Billion Six Hundred Seventy Nine Million Nine Hundred Sixty Six Thousand Four Hundred (1,679,966,400) common shares to be issued out of the increase in authorized capital stock to be paid in the form of PCMC shares in order to obtain the assets and ownership of PCMC. 7. Waiver of rights or public offering by the minority stockholders 8. Amendment of the Articles of Incorporation to: <ol style="list-style-type: none"> (i) declassify the preferred shares by converting all preferred shares into common shares at a ratio of 25 preferred shares is to 1 common share and decrease the capital stock, if necessary (ii) delete all provisions relating to the preferred shares and previous banking operations; and (iii) increase the authorized capital stock by up to additional Two Billion Pesos (PhP 2,000,000,000.00) and issue One Billion Six Hundred Seventy Nine Million Nine Hundred Sixty Six Thousand Four Hundred (1,679,966,400) to PCMC Shareholders, 9. Amendment of the By-laws by deleting those provisions relating to the previous banking operations. 10. Authority to Accept Private Placement up to PhP 300,000,000.00 equivalent to issuance of 300,000,000 common shares at a par value of PhP1.00 per share 11. Election of Board of Directors 12. Appointment of External Auditor 13. Other Matters 14. Adjournment
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Inclusive Dates of Closing of Stock Transfer Books

Start Date	N/A
End Date	N/A

Other Relevant Information

Amended to include item no. 10 in the Agenda

Filed on behalf by:

Name	Maila Lourdes De Castro
Designation	Corporate Secretary, Compliance Officer and Data Privacy Officer