

## 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 7, 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

<b>Date of Approval by Board of Directors</b>	Jul 28, 2021
<b>Date of Stockholders' Meeting</b>	Oct 13, 2021
<b>Time</b>	2:00 P.M.
<b>Venue</b>	16F BDO Towers Valero, 8741 Paseo de Roxas, Makati City via Virtual Meeting/Video Conferencing/Remote Communication
<b>Record Date</b>	Aug 12, 2021

<b>Agenda</b>	<ol style="list-style-type: none"> <li>1. Call to Order.</li> <li>2. Proof of Notice and Certification of Quorum.</li> <li>3. Approval of Minutes of Previous Stockholders' Meeting.</li> <li>4. Approval of the Annual Report and the Audited Financial Statements for the year ending December 31, 2020.</li> <li>5. Ratification of Management Acts.</li> <li>6. Amendment of the Articles of Incorporation to: <ol style="list-style-type: none"> <li>(i) Reclassify the Preferred Class A and B Shares with par value of One Peso (Php 1.00) per share, to Common Shares with par value of One Peso (Php1.00) per share, and delete all provisions relating to the Preferred Class A and B Shares;</li> <li>(ii) Increase the authorized capital stock to Seven Billion Pesos (Php 7,000,000,000.00) divided into Seven Billion (7,000,000,000) Common Shares with a par value of One Peso (Php 1.00) per share;</li> <li>(iii) Delete all provisions relating to banking operations; and</li> <li>(iv) Include a provision prohibiting foreign ownership of shares.</li> </ol> </li> <li>7. Amendment of the By-laws to: <ol style="list-style-type: none"> <li>(i) delete all provisions relating to banking operations, and</li> <li>(ii) to authorize the holding of virtual meetings by the stockholders, Board of Directors and Board Committees.</li> </ol> </li> <li>8. Approval of the subscription by the major shareholders of Philippine CollectiveMedia Corp. ("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 proposed increase in authorized capital stock, in consideration of the assignment and transfer of PCMC shares representing 99.9% of the outstanding capital stock of PCMC.</li> <li>9. Waiver by the minority stockholders of the rights or public offer requirement under the PSE Additional Listing Rule.</li> <li>10. Authority to accept private placements for up to 300,000,000 common shares to be issued at a price equivalent to the par value of PhP 1.00 per share.</li> <li>11. Election of Board of Directors.</li> <li>12. Appointment of External Auditor.</li> <li>13. Other Matters.</li> <li>14. Adjournment.</li> </ol>
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**Inclusive Dates of Closing of Stock Transfer Books**

<b>Start Date</b>	N/A
<b>End Date</b>	N/A

**Other Relevant Information**

Amended to change the date of stockholders' meeting and update the Agenda of the Meeting. The inclusion of provision prohibiting foreign ownership of shares and authorization to hold of virtual meetings by the stockholders, Board of Directors and Board Committees are still subject to Board approval.

**Filed on behalf by:**

<b>Name</b>	Maila Lourdes De Castro
<b>Designation</b>	Corporate Secretary, Compliance Officer and Data Privacy Officer