



SECURITIES AND EXCHANGE COMMISSION

Secretariat Building, PICC Complex, Roxas Boulevard, Pasay City, 1307 Metro Manila Philippines

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The following document has been received:

Receiving: ARIEL FETALVO

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Company Information

SEC Registration No.: 0000022401

Company Name: PRIME MEDIA HOLDINGS INC.

Industry Classification: J66110

Company Type: Stock Corporation

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3 March 2023

Securities and Exchange Commission
Secretariat Building, PICC Complex
Roxas Boulevard, Metro Manila Philippines

Attention: Director Gerardo F. Del Rosario
Company Registration and Monitoring Division

Subject: 2022 Amended General Information Sheet of Prime Media Holdings, Inc.

Dear Director Rosario,

We submit herewith a copy of the **Amended General Information Sheet of Prime Media Holdings, Inc.** (the "Company") to reflect the change in the Company's organization brought about by the resignation of Atty. Reuben Carlo O. General as the Corporate Secretary/ Compliance Officer/Data Privacy Officer/Corporate Information Officer of Prime Media Holdings, Inc., and the appointment of Atty. Diane Madelyn C. Ching to replace and fill-in the positions previously held by Atty. General.

The Company has yet to conduct its annual shareholders meeting for the year.

Thank you.

Yours respectfully,

A handwritten signature in black ink, appearing to read 'DMC', with a stylized flourish at the end.

Atty. Diane Madelyn C. Ching
Corporate Secretary

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Tel. No. (02) 831-4479 /Fax (02) 8567975

GENERAL INFORMATION SHEET

STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====

Corporate Name: Prime Media Holdings, Inc.

A. Is the Corporation a covered person under the Anti Money Laundering Act (AMLA), as amended? (Rep. Acts. 9160/9164/10167/10365) Yes No

Please check the appropriate box:

<p>1.</p> <p><input type="checkbox"/> a. Banks</p> <p><input type="checkbox"/> b. Offshore Banking Units</p> <p><input type="checkbox"/> c. Quasi-Banks</p> <p><input type="checkbox"/> d. Trust Entities</p> <p><input type="checkbox"/> e. Non-Stock Savings and Loan Associations</p> <p><input type="checkbox"/> f. Pawnshops</p> <p><input type="checkbox"/> g. Foreign Exchange Dealers</p> <p><input type="checkbox"/> h. Money Changers</p> <p><input type="checkbox"/> i. Remittance Agents</p> <p><input type="checkbox"/> j. Electronic Money Issuers</p> <p><input type="checkbox"/> k. Financial Institutions which Under Special Laws are subject to Bangko Sentral ng Pilipinas' (BSP) supervision and/or regulation, including their subsidiaries and affiliates.</p>	<p>4. <input type="checkbox"/> Jewelry dealers in precious metals, who, as a business, trade in precious metals</p>
<p>2.</p> <p><input type="checkbox"/> a. Insurance Companies</p> <p><input type="checkbox"/> b. Insurance Agents</p> <p><input type="checkbox"/> c. Insurance Brokers</p> <p><input type="checkbox"/> d. Professional Reinsurers</p> <p><input type="checkbox"/> e. Reinsurance Brokers</p> <p><input type="checkbox"/> f. Holding Companies</p> <p><input type="checkbox"/> g. Holding Company Systems</p> <p><input type="checkbox"/> h. Pre-need Companies</p> <p><input type="checkbox"/> i. Mutual Benefit Association</p> <p><input type="checkbox"/> j. All Other Persons and entities supervised and/or regulated by the Insurance Commission (IC)</p>	<p>5. <input type="checkbox"/> Jewelry dealers in precious stones, who, as a business, trade in precious stone</p>
<p>3.</p> <p><input type="checkbox"/> a. Securities Dealers</p> <p><input type="checkbox"/> b. Securities Brokers</p> <p><input type="checkbox"/> c. Securities Salesman</p> <p><input type="checkbox"/> d. Investment Houses</p> <p><input type="checkbox"/> e. Investment Agents and Consultants</p> <p><input type="checkbox"/> f. Trading Advisors</p> <p><input type="checkbox"/> g. Other entities managing Securities or rendering similar services</p> <p><input type="checkbox"/> h. Mutual Funds or Open-end Investment Companies</p> <p><input type="checkbox"/> i. Close-end Investment Companies</p> <p><input type="checkbox"/> j. Common Trust Funds or Issuers and other similar entities</p> <p><input type="checkbox"/> k. Transfer Companies and other similar entities</p> <p><input type="checkbox"/> l. Other entities administering or otherwise dealing in currency, commodities or financial derivatives based there on</p> <p><input type="checkbox"/> m. Entities administering of otherwise dealing in valuable objects</p> <p><input type="checkbox"/> n. Entities administering or otherwise dealing in cash Substitutes and other similar monetary instruments or property supervised and/or regulated by the Securities and Exchange Commission (SEC)</p>	<p>6. Company service providers which, as a business, provide any of the following services to third parties:</p> <p><input type="checkbox"/> a. acting as a formation agent of juridical persons</p> <p><input type="checkbox"/> b. acting as (or arranging for another person to act as) a director or corporate secretary of a company, a partner of a partnership, or a similar position in relation to other juridical persons</p> <p><input type="checkbox"/> c. providing a registered office, business address or accommodation, correspondence or administrative address for a company, a partnership or any other legal person or arrangement</p> <p><input type="checkbox"/> d. acting as (or arranging for another person to act as) a nominee shareholder for another person</p>
<p>7. Persons who provide any of the following services:</p> <p><input type="checkbox"/> a. managing of client money, securities or other assets</p> <p><input type="checkbox"/> b. management of bank, savings or securities accounts</p> <p><input type="checkbox"/> c. organization of contributions for the creation, operation or management of companies</p> <p><input type="checkbox"/> d. creation, operation or management of juridical persons or arrangements, and buying and selling business entities</p>	<p>8. <input type="checkbox"/> None of the above</p>
<p>Describe nature of business:</p>	

B. Has the Corporation complied with the requirements on Customer Due Diligence (CDD) or Know Your Customer (KYC), record-keeping, and submission of reports under the AMLA, as amended, since the last filing of its GIS? Yes No

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====

CORPORATE NAME:		Prime Media Holdings, Inc.					
CAPITAL STRUCTURE							
AUTHORIZED CAPITAL STOCK							
	TYPE OF SHARES *	NUMBER OF SHARES	PAR/STATED VALUE	AMOUNT (Php) (No. of shares X Par/Stated Value)			
	Common	3,000,000,000	1.00	3,000,000,000.00			
	Preferred A	1,000,000,000	1.00	1,000,000,000.00			
	Preferred B	1,000,000,000	1.00	1,000,000,000.00			
TOTAL		5,000,000,000	TOTAL P	5,000,000,000.00			
SUBSCRIBED CAPITAL							
FILIPINO	NO. OF STOCK-HOLDERS	TYPE OF SHARES *	NUMBER OF SHARES	NUMBER OF SHARES IN THE HANDS OF THE PUBLIC **	PAR/STATED VALUE	AMOUNT (Php)	% OF OWNERSHIP
		Common	689,114,391		1.00	689,114,391.00	96.42
		Preferred A	14,256,610		1.00	14,256,610.00	1.99
TOTAL			703,371,001	TOTAL	TOTAL P	703,371,001.00	98.42
FOREIGN (INDICATE BY NATIONALITY)	NO. OF STOCK-HOLDERS	TYPE OF SHARES *	NUMBER OF SHARES	NUMBER OF SHARES IN THE HANDS OF THE PUBLIC **	PAR/STATED VALUE	AMOUNT (Php)	% OF OWNERSHIP
		Common	11,184,225		1.00	11,184,225.00	1.56
		Preferred A	109,650		1.00	109,650.00	0.02
Percentage of Foreign Equity :			TOTAL 11,293,875	TOTAL	TOTAL P	11,293,875.00	1.58
						TOTAL SUBSCRIBED P	714,664,876.00
PAID-UP CAPITAL							
FILIPINO	NO. OF STOCK-HOLDERS	TYPE OF SHARES *	NUMBER OF SHARES	PAR/STATED VALUE	AMOUNT (Php)	% OF OWNERSHIP	
		Common	689,114,391	1.00	689,114,391.00	96.42	
		Preferred	14,256,610	1.00	14,256,610.00	1.99	
TOTAL			703,371,001	TOTAL P	9,667,912,233.00		
FOREIGN (INDICATE BY NATIONALITY)	NO. OF STOCK-HOLDERS	TYPE OF SHARES *	NUMBER OF SHARES	PAR/STATED VALUE	AMOUNT (Php)	% OF OWNERSHIP	
		Common	11,184,225	1.00	11,184,225.00	1.56	
		Preferred	109,650	1.00	109,650.00	0.02	
TOTAL			11,293,875	TOTAL P	11,293,875.00		
					TOTAL PAID-UP P	714,664,876.00	

NOTE: USE ADDITIONAL SHEET IF NECESSARY

* Common, Preferred or other classification

** Other than Directors, Officers, Shareholders owning 10% of outstanding shares.

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1,590		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH: 574		
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		48,749,680 (as of December 2021)				
STOCKHOLDER'S INFORMATION						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNER-SHIP		
1 PCD Nominee Corporation Filipino [REDACTED]	Common	672,150,424	672,150,424.00	95.98%	672,150,424.00	[REDACTED]
	TOTAL	672,150,424	672,150,424.00			
2. First Producers Holding Corp. FAO Ray Burton Dev. Corp. Filipino [REDACTED]	Common	6,175,789	6,175,789.00	0.88%	6,175,789.00	[REDACTED]
	TOTAL	6,175,789	6,175,789.00			
3. First Producers Holdings Corp. FAO Producers Properties, Inc. Filipino [REDACTED]	Common	4,903,852	4,903,852.00	0.70%	4,903,852.00	[REDACTED]
	TOTAL	4,903,852	4,903,852.00			
4. Ray Burton Development Corp. Filipino [REDACTED]	Common	3,213,293	3,213,293.00	0.46%	3,213,293.00	[REDACTED]
	TOTAL	3,213,293	3,213,293.00			
5. Producers Properties, Inc. Filipino [REDACTED]	Common	3,013,701	3,013,701.00	0.43%	3,013,701.00	[REDACTED]
	TOTAL	3,013,701	3,013,701.00			
6. Mercantile Investment Company Filipino [REDACTED]	Common	1,585,989	1,585,989.00	0.23%	1,585,989.00	[REDACTED]
		1,585,989	1,585,989.00			
7. Del Rosario, Albert, ITF Anthony Salim Filipino	Common	1,289,279	1,289,279.00	0.18%	1,289,279.00	
	TOTAL	1,289,279	1,289,279.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			692,332,327.00	98.86%		
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS

Note: For PDTC Nominee included in the list, please indicate further the beneficial owners owning more than 5% of any class of the company's voting securities. Attach separate sheet, if necessary.

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====

CORPORATE NAME:	Prime Media Holdings, Inc.		
TOTAL NUMBER OF STOCKHOLDERS:	<u>1,590</u>	NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:	574
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:	<u>48,749,680 (as of December 2021)</u>		

STOCKHOLDER'S INFORMATION

NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNER-SHIP		
8. Lucio W. Yan &/Or. Clara Yan Filipino [REDACTED]	Common	600,000	600,000.00	0.09%	600,000.00	[REDACTED]
	TOTAL	600,000	600,000.00			
9. Joel B. Vargas Filipino [REDACTED]	Common	534,876	534,876.00	0.08%	534,876.00	[REDACTED]
	TOTAL	534,876	534,876.00			
10. PCD Nominee Corporation Foreign [REDACTED]	Common	285,001	285,001.00	0.04%	285,001.00	[REDACTED]
	TOTAL	285,001	285,001.00			
11. Marlene So. &/Or Peng Kee So Filipino [REDACTED]	Common	239,000	239,000.00	0.03%	239,000.00	[REDACTED]
	TOTAL	239,000	239,000.00			
12. Maria T. Uy Filipino [REDACTED]	Common	211,200	211,200.00	0.03%	211,200.00	[REDACTED]
	TOTAL	211,200	211,200.00			
13. Jose Yu Go, Jr. Filipino [REDACTED]	Common	210,000	210,000.00	0.03%	210,000.00	[REDACTED]
	TOTAL	210,000	210,000.00			
14. Solar Securities, Inc. Filipino	Common	200,000	200,000.00	0.03%	210,000.00	[REDACTED]
	TOTAL	200,000	200,000.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			2,280,077.00	0.33%		
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS

Note: For PDTC Nominee included in the list, please indicate further the beneficial owners owning more than 5% of any class of the company's voting securities. Attach separate sheet, if necessary.

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1,590	NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH 574			
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		48,749,680 (as of December 2021)				
STOCKHOLDER'S INFORMATION						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNERSHIP		
15 Ponciano V. Cruz, Jr. Filipino	Common	150,000	150,000.00	0.02%	150,000.00	
	TOTAL	150,000	150,000.00			
	16. Jovy Lim Go Filipino [REDACTED]	Common	150,000	150,000.00	0.02%	150,000.00
TOTAL		150,000	150,000.00			
17. Que Lu Kong Filipino		Common	150,000	150,000.00	0.02%	150,000.00
	TOTAL	150,000	150,000.00			
	18. Rufino H. Abad Filipino	Common	142,011	142,011.00	0.02%	142,011.00
TOTAL		142,011	142,011.00			
19. Luciano H. Tan Filipino		Common	139,600	139,600.00	0.02%	139,600.00
	TOTAL	139,600	139,600.00			
	20. Leonardo Navalta Filipino	Common	132,294	132,294.00	0.02%	132,294.00
TOTAL		132,294	132,294.00			
21. Others Filipino		Common	4,584,219	4,584,219.00	0.66%	
	TOTAL	4,584,219	4,584,219.00			
	TOTAL AMOUNT OF SUBSCRIBED CAPITAL			5,448,124.00	0.78%	
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS

Note: For PDTC Nominee included in the list, please indicate further the beneficial owners owning more than 5% of any class of the company's voting securities. Attach separate sheet, if necessary.

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1,590		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES: 574		
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		48,749,680 (as of December 2021)				
STOCKHOLDER'S INFORMATION (Preferred)						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNER-SHIP		
1. Florentino L. Martínez Filipino [REDACTED]	Preferred	907,340	907,340.00	6.32%	907,340.00	[REDACTED]
	TOTAL	907,340	907,340.00			
2. Carlos Torres Filipino [REDACTED]	Preferred	800,000	800,000.00	5.57%	800,000.00	[REDACTED]
	TOTAL	800,000	800,000.00			
3. MDI Employees Retirement Plan Filipino [REDACTED]	Preferred	610,450	610,450.00	4.25%	610,450.00	[REDACTED]
	TOTAL	610,450	610,450.00			
4. Metrolab Employees Retirement Plan Filipino [REDACTED]	Preferred	545,040	545,040.00	3.79%	545,040.00	[REDACTED]
	TOTAL	545,040	545,040.00			
5. Helena Llereza Filipino [REDACTED]	Preferred	529,810	529,810.00	3.69%	529,810.00	[REDACTED]
	TOTAL	529,810	529,810.00			
6. Virginia U. Ng Filipino [REDACTED]	Preferred	527,600	527,600.00	3.67%	527,600.00	[REDACTED]
	TOTAL	527,600	527,600.00			
7. HPPI Employees Retirement Plan Filipino [REDACTED]	Preferred	500,000	500,000.00	3.48%	500,000.00	[REDACTED]
	TOTAL	500,000	500,000.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			4,420,240.00	30.77%		
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS

Note: For PDTC Nominee included in the list, please indicate further the beneficial owners owning more than 5% of any class of the company's voting securities. Attach separate sheet, if necessary.

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1,590		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES E 574		
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		48,749,680 (as of December 2021)				
STOCKHOLDER'S INFORMATION						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNERSHIP		
8 E. Chua Chlaco Sec., Inc. Filipino [REDACTED]	Preferred	449,640	449,640.00	3.13%	449,640.00	[REDACTED]
	TOTAL	449,640	449,640.00			
9. Ctlissecurities, Inc. Filipino [REDACTED]	Preferred	403,000	403,000.00	2.81%	403,000.00	[REDACTED]
	TOTAL	403,000	403,000.00			
10. Wealth Securities, Inc. Filipino [REDACTED]	Preferred	402,000	402,000.00	2.80%	402,000.00	[REDACTED]
	TOTAL	402,000	402,000.00			
11. PNB Securities, Inc. Filipino [REDACTED]	Preferred	300,280	300,280.00	2.09%	300,280.00	[REDACTED]
	TOTAL	300,280	300,280.00			
12. Tato A. Johan Filipino [REDACTED]	Preferred	300,000	300,000.00	2.09%	300,000.00	[REDACTED]
	TOTAL	300,000	300,000.00			
13. Banco de Oro Trust Banking Group Filipino [REDACTED]	Preferred	280,000	280,000.00	1.95%	280,000.00	[REDACTED]
	TOTAL	280,000	280,000.00			
14. Antonio R. Samson Filipino [REDACTED]	Preferred	250,000	250,000.00	1.74%	250,000.00	[REDACTED]
	TOTAL	250,000	250,000.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			2,384,920.00	16.61%		
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS

Note: For PDTC Nominee included in the list, please indicate further the beneficial owners owning more than 5% of any class of the company's voting securities. Attach separate sheet, if necessary.

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1,590	NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES \bar{E} 574			
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		48,749,680 (as of December 2021)				
STOCKHOLDER'S INFORMATION						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNER-SHIP		
15. Segundo Seangio Filipino [REDACTED]	Preferred	244,000	244,000.00	1.70%	244,000.00	[REDACTED]
	TOTAL	244,000	244,000.00			
16. Diversified Sec., Inc. Filipino [REDACTED]	Preferred	218,080	218,080.00	1.52%	218,080.00	[REDACTED]
	TOTAL	218,080	218,080.00			
17. Antonio Allpio Filipino [REDACTED]	Preferred	218,000	218,000.00	1.52%	218,000.00	[REDACTED]
	TOTAL	218,000	218,000.00			
18. Teresita C. Cometa Filipino [REDACTED]	Preferred	210,000	210,000.00	1.46%	210,000.00	[REDACTED]
	TOTAL	210,000	210,000.00			
19. Eastern Securities Development Corp. Filipino	Preferred	196,340	196,340.00	1.37%	196,340.00	[REDACTED]
	TOTAL	196,340	196,340.00			
20. Juan B. Umpig Filipino	Preferred	180,000	180,000.00	1.25%	180,000.00	
	TOTAL	180,000	180,000.00			
21. Others Filipino	Preferred	6,294,680	6,294,680.00	43.82%	6,294,680.00	
	TOTAL	6,294,680	6,294,680.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			7,561,100.00	52.64%	14,366,260.00	
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS

Note: For PDTC Nominee included in the list, please indicate further the beneficial owners owning more than 5% of any class of the company's voting securities. Attach separate sheet, if necessary.

GENERAL INFORMATION SHEET
STOCK CORPORATION

PLEASE PRINT LEGIBLY			
CORPORATE NAME:		Prime Media Holdings, Inc.	
1. INVESTMENT OF CORPORATE FUNDS IN ANOTHER CORPORATION	AMOUNT (PhP)	DATE OF BOARD RESOLUTION	
1.1 STOCKS	None	N/A	
1.2 BONDS/COMMERCIAL PAPER (Issued by Private Corporations)	None	N/A	
1.3 LOANS/ CREDITS/ ADVANCES	None	N/A	
1.4 GOVERNMENT TREASURY BILLS	None	N/A	
1.5 OTHERS	None	N/A	
2. INVESTMENT OF CORPORATE FUNDS IN ACTIVITIES UNDER ITS SECONDARY PURPOSES (PLEASE SPECIFY:)	DATE OF BOARD RESOLUTION	DATE OF STOCKHOLDERS RATIFICATION	
3. TREASURY SHARES	NO. OF SHARES	% AS TO THE TOTAL NO. OF SHARES ISSUED	
4. UNRESTRICTED/UNAPPROPRIATED RETAINED EARNINGS AS OF END OF LAST FISCAL YEAR			
5. DIVIDENDS DECLARED DURING THE IMMEDIATELY PRECEDING YEAR:			
TYPE OF DIVIDEND	AMOUNT (PhP)	DATE DECLARED	
5.1 CASH	None	n/a	
5.2 STOCK	None	n/a	
5.3 PROPERTY	None	n/a	
TOTAL	P		
6. ADDITIONAL SHARES ISSUED DURING THE PERIOD:			
DATE	NO. OF SHARES	AMOUNT	
SECONDARY LICENSE/REGISTRATION WITH SEC AND OTHER GOV'T AGENCY:			
NAME OF AGENCY:	SEC	B S P	I C
TYPE OF LICENSE/REGN.	None	None	None
DATE ISSUED:			
DATE STARTED OPERATIONS:			
TOTAL ANNUAL COMPENSATION OF DIRECTORS DURING THE PRECEDING FISCAL YEAR (in PhP)	TOTAL NO. OF OFFICERS	TOTAL NO. OF RANK & FILE EMPLOYEES	TOTAL MANPOWER COMPLEMENT
	6	0	6

NOTE: USE ADDITIONAL SHEET IF NECESSARY

I, **DIANE MADELYN C. CHING**, Corporate Secretary of **PRIME MEDIA HOLDINGS, INC.** declare under penalty of perjury that all matters set forth in this GIS have been made in good faith, duly verified by me and to the best of my knowledge and belief are true and correct.

I hereby attest that all the information in this GIS are being submitted in compliance with the rules and regulations of the Securities and Exchange Commission (SEC) the collection, processing, storage and sharing of said information being necessary to carry out the functions of public authority for the performance of the constitutionally and statutorily mandated functions of the SEC as a regulatory agency.

I further attest that I have been authorized by the Board of Directors/Trustees to file this GIS with the SEC.

I understand that the Commission may place the corporation under delinquent status for failure to submit the reportorial requirements three (3) times, consecutively or intermittently, within a period of five (5) years (*Section 177, RA No. 11232*).

Done this ____ day of _____, 2023 in Makati City.

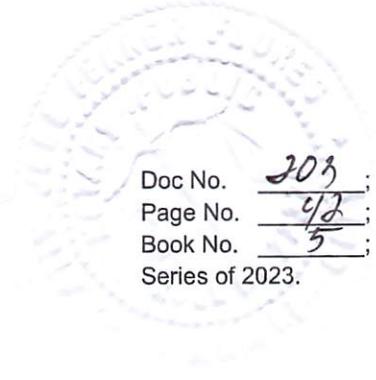
MAR 06 2023



DIANE MADELYN C. CHING
Corporate Secretary

MAR 06 2023

SUBSCRIBED AND SWORN TO before me in Makati City on ____ day of _____ 2023 by affiant who personally appeared before me and exhibited to me his competent evidence of identity consisting of

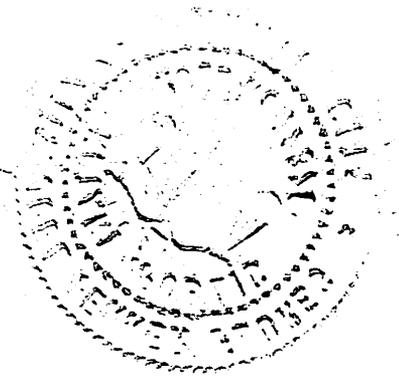


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Book No. 5 ;
Series of 2023.

NOTARY PUBLIC



ATTY. JOEL FERRER FLORES
NOTARY PUBLIC FOR MAKATI CITY
UNTIL DECEMBER 31, 2023 (2023-2024)
APPOINTMENT NO. M-115
ROLL NO. 77376 / MCLE (EXEMPT)
PTR NO. 9563564 / JAN. 03, 2023 / MAKATI CITY
IBP NO. 251994 / JAN. 03, 2023 / PASIG CITY
8107 D. BATAAN ST., GUADALUPE NUEVO, MAKATI CITY



**BENEFICIAL OWNERSHIP DECLARATION
FOR THE YEAR: 2022**

SEC REGISTRATION NUMBER:

22401

CORPORATE NAME:

Prime Media Holdings, Inc.

<p>Instructions:</p> <ol style="list-style-type: none"> 1. Identify the Beneficial Owner/s of the corporation as described in the Categories of Beneficial Ownership in items A to I below. List down as many as you can identify. You may use an additional sheet if necessary. 2. Fill in the required information on the beneficial owner in the fields provided for. 3. In the "Category of Beneficial Ownership" column, indicate the letter(s) corresponding thereto. In the event that the person identified as beneficial owner falls under several categories, indicate all the letters corresponding to such categories. 4. If the category is under letter "I", indicate the position held (i.e., Director/Trustee, President, Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, etc.). 5. Do not leave any item blank. Write "N/A" if the information required is not applicable or "NONE" if non-existent.

"Beneficial Owner" refers to any natural person(s) who ultimately own(s) or control(s) or exercise(s) ultimate effective control over the corporation. This definition covers the natural person(s) who actually own or control the corporation as distinguished from the legal owners. Such beneficial ownership may be determined on the basis of the following:

Category	Description
A	Natural person(s) owning, directly or indirectly or through a chain of ownership, at least twenty-five percent (25%) of the voting rights, voting shares or capital of the reporting corporation.
B	Natural person(s) who exercise control over the reporting corporation, alone or together with others, through any contract, understanding, relationship, intermediary or tiered entity.
C	Natural person(s) having the ability to elect a majority of the board of directors/trustees, or any similar body, of the corporation.
D	Natural person(s) having the ability to exert a dominant influence over the management or policies of the corporation.
E	Natural person(s) whose directions, instructions, or wishes in conducting the affairs of the corporation are carried out by majority of the members of the board of directors of such corporation who are accustomed or under an obligation to act in accordance with such person's directions, instructions or wishes.
F	Natural person(s) acting as stewards of the properties of corporations, where such properties are under the care or administration of said natural person(s).
G	Natural person(s) who actually own or control the reporting corporation through nominee shareholders or nominee directors acting for or on behalf of such natural persons.
H	Natural person(s) ultimately owning or controlling or exercising ultimate effective control over the corporation through other means not falling under any of the foregoing categories.
I	Natural person(s) exercising control through positions held within a corporation (i.e., responsible for strategic decisions that fundamentally affect the business practices or general direction of the corporation such as the members of the board of directors or trustees or similar body within the corporation; or exercising executive control over the daily or regular affairs of the corporation through a senior management position). This category is only applicable in exceptional cases where no natural person is identifiable who ultimately owns or exerts control over the corporation, the reporting corporation having exhausted all reasonable means of identification and provided there are no grounds for suspicion.

COMPLETE NAME (Surname, Given Name, Middle Name, Name Extension (i.e., Jr., Sr., III))	SPECIFIC RESIDENTIAL ADDRESS	NATIONALITY	DATE OF BIRTH	TAX IDENTIFICATION NO.	% OF OWNERSHIP ¹ / % OF VOTING RIGHTS ²	TYPE OF BENEFICIAL OWNER ³ Direct (D) or Indirect (I)	CATEGORY OF BENEFICIAL OWNERSHIP
Manolito A. Manalo		Filipino	16-Oct-68	195-562-309	0.00%	D	I

Note: This page is not for uploading on the SEC iView.

¹ For Stock Corporations.
² For Non-Stock Corporations.
³ For Stock Corporations.