

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 22, 2025
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
N/A
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	940,298,616	
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 4-11 - Change in Number of Issued and Outstanding Shares

References: Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Change in Number of Issued and Outstanding Shares

Background/Description of the Disclosure

As previously disclosed on 22 October 2024, the Board approved the subscription of Cymac Holdings Corp. to 15,000,000 common shares of Prime Media Holdings, Inc. (The "Corporation") at a subscription price of Php 2.95 per share, or a total consideration of Php 44,250,000.00. The shares were issued from the Corporation's existing unissued authorized capital stock.

As a result of the issuance, the total number of issued and outstanding common shares of the Corporation shall increase from 925,298,616 to 940,298,616.

Change(s) in Number of Issued and Outstanding Shares

Issued Shares

Type of Security /Stock Symbol	Before	After
Common Shares/PRIM	925,298,616	940,298,616

Outstanding Shares

Type of Security /Stock Symbol	Before	After
Common Shares/PRIM	925,298,616	940,298,616

Other Changes, if any

In percent	Before	After
Public float	19.93	21.21
Foreign Ownership level	-	-

Filed on behalf by:

Name	Mikko Jane Guntang
Designation	Legal Counsel

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)

DIANE MADELYN C. CHING

Contact Person

8831-4479

Company Telephone Number

1	2		
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Month Day

Fiscal Year

SEC FORM 17-C
(Change In Number of Issued and
Outstanding Shares)

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

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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

1.22 August 2025.....
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. (SEC Use Only)
Province, country or other jurisdiction Industry Classification Code:
of 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>940,298,616</u> |
| <u>Preferred</u> | <u>14,366,260</u> |
11. Indicate the item numbers reported herein:Item No. 9 Other Events.....

Item 9. Other Events

This is to report that on August 22, 2025, the Company issued from its existing unissued authorized capital stock 15,000,000 new common shares in favor of Cymac Holdings Corporation following the completion of payment for its subscription. To recall, as approved by the Board of Directors during its Special Meeting held on 21 October 2024, Cymac Holdings Corporation subscribed to 15,000,000 common shares at a price of Php 2.95 per share, for a total subscription consideration of Php 44,250,000.00. As agreed, the subscribed shares shall only be issued upon receipt of full payment.

In view of the foregoing, the total number of issued shares of PRIME MEDIA HOLDINGS, INC. has increased from 925,298,616 to 940,298,616.

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

.....August 22, 2025.....

Date



Diane Madelyn C. Ching/ Corporate Secretary

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Signature and Title*

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