

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 29, 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
<p>This disclosure is being amended to clarify that the newly issued shares were duly recorded by the Corporation's stock and transfer agent in the books of the Corporation on August 22, 2025, and that the corresponding stock certificate was issued on the same day.</p> <p>On August 22, 2025, PRIME MEDIA HOLDINGS, INC. (the "Company") disclosed that it issued 15,000,000 new common shares (the "Newly Issued Shares") from its authorized capital stock in favor of Cymac Holdings Corporation, following the completion of payment for its subscription.</p> <p>To recall, during the Special Meeting of the Board of Directors held on October 21, 2024, Cymac Holdings Corporation subscribed to 15,000,000 common shares at a subscription price of Php 2.95 per share, or a total subscription consideration of Php 44,250,000.00. As stipulated, the shares were to be issued only upon full payment of the subscription price.</p> <p>As a result of the foregoing, the total number of issued and outstanding shares of PRIME MEDIA HOLDINGS, INC. has increased from 925,298,616 to 940,298,616 shares.</p>

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
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Designation	Legal Counsel
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