

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 11, 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)
[REDACTED]
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
-
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 | 940,611,268 |
| PREFERRED | 6,549,960 |
11. Indicate the item numbers reported herein
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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

On September 10, 2025, PRIME MEDIA HOLDINGS, INC. (the "Company") issued a total of 312,652 common shares (the "Newly Issued Shares") arising from the partial conversion of 7,816,300 Series "A" Non-Voting and Convertible Preferred shares at a conversion rate of 25 Series "A" Non-Voting and Convertible Preferred Shares with a par value of PhP 0.04 per share to One (1) Common Share with a par value of PhP 1.00 per share, applicable to Series A Shareholders whose shares when converted will not result to any fractional shares.

As a result of the foregoing, the total number of issued and outstanding shares of PRIME MEDIA HOLDINGS, INC. has increased from 940,298,616 to 940,611,268 shares.

Change(s) in Number of Issued and Outstanding Shares

Issued Shares

| Type of Security /Stock Symbol | Before | After |
|--------------------------------|-------------|-------------|
| Common Shares/PRIM | 940,298,616 | 940,611,268 |

Outstanding Shares

| Type of Security /Stock Symbol | Before | After |
|--------------------------------|-------------|-------------|
| Common Shares/PRIM | 940,298,616 | 940,611,268 |

Other Changes, if any

| In percent | Before | After |
|-------------------------|--------|-------|
| Public float | 21.21 | 21.24 |
| Foreign Ownership level | - | - |

Filed on behalf by:

| | |
|-------------|--------------------|
| Name | Mikko Jane Guntang |
| Designation | Legal Counsel |