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Prime Media Holdings, Inc.

PRIM

PSE Disclosure Form 17-18 - Other SEC Forms/Reports/Requirements

Form/Report Type	AMENDED GENERAL INFORMATION SHEET 2025
Report Period/Report Date	Sep 16, 2025

Description of the Disclosure
PLEASE SEE ATTACHED AMENDED GENERAL INFORMATION SHEET FOR THE YEAR 2025.

Filed on behalf by:

Name	Mikko Jane Guntang
Designation	Legal Counsel



PRIME MEDIA
Holdings, Inc.

September 16, 2025

SECURITIES AND EXCHANGE COMMISSION

Office of the Director

Company Registration and Monitoring Department

The SEC Headquarters

7907 Makati Avenue, Salcedo Village

Bel-Air, Makati City

Attention: Mr. Gerardo F. Del Rosario
Director

Subject: 2025 General Information Sheet of
Prime Media Holdings, Inc.

Dear Dir. Del Rosario:

We hereby submit the Amended 2025 General Information Sheet (GIS) of **Prime Media Holdings, Inc.** (the "Corporation") to reflect the issuance of new common shares arising from the partial conversion of Series "A" Non-Voting and Convertible Preferred Shares into Common Shares at the conversion rate of Twenty-Five (25) Series A Preferred Shares into one (1) Common Share, applicable to Series "A" Shareholders whose shares when converted will not result to any fractional shares, thereby increasing the total issued and outstanding common shares from 940,298,616 to 940,611,268.

We trust that you find the foregoing document in order.

Very truly yours,

Prime Media Holdings, Inc.

By:



ATTY. DIANE MADELYN C. CHING
Corporate Secretary

AMENDED GENERAL INFORMATION SHEET (GIS)

FOR THE YEAR **2025** (as amended on September 16, 2025)

STOCK CORPORATION

GENERAL INSTRUCTIONS:

1. FOR USER CORPORATION: THIS GIS SHOULD BE SUBMITTED WITHIN THIRTY (30) CALENDAR DAYS FROM THE DATE OF THE ANNUAL STOCKHOLDERS' MEETING. DO NOT LEAVE ANY ITEM BLANK. WRITE "N/A." IF THE INFORMATION REQUIRED IS NOT APPLICABLE TO THE CORPORATION OR "NONE" IF THE INFORMATION IS NON-EXISTENT. IF THE ANNUAL STOCKHOLDERS' MEETING IS HELD ON A DATE OTHER THAN THAT STATED IN THE BY-LAWS, THE GIS SHALL BE SUBMITTED WITHIN THIRTY (30) CALENDAR DAYS AFTER THE ELECTION OF THE DIRECTORS, TRUSTEES AND OFFICERS OF THE CORPORATION AT THE ANNUAL MEMBERS' MEETING.
2. IF NO MEETING IS HELD, THE CORPORATION SHALL SUBMIT THE GIS NOT LATER THAN JANUARY 30 OF THE FOLLOWING YEAR. HOWEVER, SHOULD AN ANNUAL STOCKHOLDERS' MEETING BE HELD THEREAFTER, A NEW GIS SHALL BE SUBMITTED/FILED.
3. THIS GIS SHALL BE ACCOMPLISHED IN ENGLISH AND CERTIFIED AND SWORN TO BY THE CORPORATE SECRETARY OF THE CORPORATION.
4. THE SEC SHOULD BE TIMELY APPRISED OF RELEVANT CHANGES IN THE SUBMITTED INFORMATION AS THEY ARISE. FOR CHANGES RESULTING FROM ACTIONS THAT AROSE BETWEEN THE ANNUAL MEETINGS, THE CORPORATION SHALL SUBMIT AMENDED GIS CONTAINING THE NEW INFORMATION TOGETHER WITH A COVER LETTER SIGNED THE CORPORATE SECRETARY OF THE CORPORATION. THE AMENDED GIS AND COVER LETTER SHALL BE SUBMITTED WITHIN SEVEN (7) DAYS AFTER SUCH CHANGE OCCURED OR BECAME EFFECTIVE.
5. SUBMIT FOUR (4) COPIES OF THE GIS TO THE RECEIVING SECTION AT THE SEC MAIN OFFICE, OR TO SEC SATELLITE OFFICES OR EXTENSION OFFICES. ALL COPIES SHALL UNIFORMLY BE ON A4 OR LETTER-SIZED PAPER. THE PAGES OF ALL COPIES SHALL USE ONLY ONE SIDE
6. **ONLY THE GIS ACCOMPLISHED IN ACCORDANCE WITH THESE INSTRUCTIONS SHALL BE CONSIDERED AS HAVING BEEN FILED.**
7. THIS GIS MAY BE USED AS EVIDENCE AGAINST THE CORPORATION AND ITS RESPONSIBLE DIRECTORS/OFFICERS FOR ANY VIOLATION OF EXISTING LAWS, RULES AND REGULATIONS

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

CORPORATE NAME:		DATE REGISTERED:	
PRIME MEDIA HOLDINGS, INC.		2/6/1963	
BUSINESS/TRADE NAME:		FISCAL YEAR END:	
PRIME MEDIA HOLDINGS, INC.		December 31	
SEC REGISTRATION NUMBER:		CORPORATE TAX IDENTIFICATION NUMBER (TIN)	
22401		000-491-007	
DATE OF ANNUAL MEETING PER BY-LAWS:		WEBSITE/URL ADDRESS:	
Every 3rd Tuesday of May		www.primemediaholdings.com	
ACTUAL DATE OF ANNUAL MEETING:		E-MAIL ADDRESS:	
31-Jul-25		service@primemediaholdingsinc.com	
COMPLETE PRINCIPAL OFFICE ADDRESS:		FAX NUMBER:	
16th Floor BDO Towers - Valero, 8741 Paseo de Roxas, Makati City		8856-7976	
COMPLETE BUSINESS ADDRESS:	16th Floor BDO Towers - Valero, 8741 Paseo de Roxas, Makati City		
OFFICIAL E-MAIL ADDRESS	ALTERNATE E-MAIL ADDRESS	OFFICIAL MOBILE NUMBER	ALTERNATE MOBILE NUMBER
dcc.chinglaw@gmail.com	corpsec-prime@marcventures.com.ph	N/A	
NAME OF EXTERNAL AUDITOR & ITS SIGNING PARTNER:		SEC ACCREDITATION NUMBER (if applicable):	TELEPHONE NUMBER(S):
Reyes Tacandong & Co. (Pamela Ann P. Escudro)		128829-A	8831-4479
PRIMARY PURPOSE/ACTIVITY/INDUSTRY PRESENTLY ENGAGED IN:		INDUSTRY CLASSIFICATION:	GEOGRAPHICAL CODE:
To purchase, subscribe for or otherwise acquire and own, hold, use, manage, sell, assign, transfer, mortgage, pledge, exchange, or otherwise, dispose, of real and personal property of every kind and description		N/A	N/A
===== INTERCOMPANY AFFILIATIONS =====			
PARENT COMPANY	SEC REGISTRATION NO.	ADDRESS	
RYM Business Management Corporation	CS201004611	3rd Floor Universal Re Bldg., Paseo de Roxas, Makati City	
SUBSIDIARY/AFFILIATE	SEC REGISTRATION NO.	ADDRESS	

NOTE: USE ADDITIONAL SHEET IF NECESSARY

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:		
1. a. Banks b. Offshore Banking Units c. Quasi-Banks d. Trust Entities e. Non-Stock Savings and Loan Associations f. Pawnshops g. Foreign Exchange Dealers h. Money Changers i. Remittance Agents j. Electronic Money Issuers k. Financial Institutions which Under Special Laws are subject to Bangko Sentral ng Pilipinas' (BSP) supervision and/or regulation, including their subsidiaries and affiliates.	4. Jewelry dealers in precious metals, who, as a business, trade in precious metals	
2. a. Insurance Companies b. Insurance Agents c. Insurance Brokers d. Professional Reinsurers e. Reinsurance Brokers f. Holding Companies g. Holding Company Systems h. Pre-need Companies i. Mutual Benefit Association j. All Other Persons and entities supervised and/or regulated by the Insurance Commission (IC)	5. Jewelry dealers in precious stones, who, as a business, trade in precious stone 6. Company service providers which, as a business, provide any of the following services to third parties: a. acting as a formation agent of juridical persons 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 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 d. acting as (or arranging for another person to act as) a nominee shareholder for another person	
3. a. Securities Dealers b. Securities Brokers c. Securities Salesman d. Investment Houses e. Investment Agents and Consultants f. Trading Advisors g. Other entities managing Securities or rendering similar services h. Mutual Funds or Open-end Investment Companies i. Close-end Investment Companies j. Common Trust Funds or Issuers and other similar entities k. Transfer Companies and other similar entities l. Other entities administering or otherwise dealing in currency, commodities or financial derivatives based there on m. Entities administering or otherwise dealing in valuable objects 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)	7. Persons who provide any of the following services: a. managing of client money, securities or other assets b. management of bank, savings or securities accounts c. organization of contributions for the creation, operation or management of companies d. creation, operation or management of juridical persons or arrangements, and buying and selling business entities	
	8. None of the above	
	Describe nature of business: Holding Company	
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	3,999,659,336	1.00	3,999,659,336.00			
	Preferred A	1,000,000,000	0.04	40,000,000.00			
	Preferred C	340,664	1.00	340,664.00			
TOTAL		5,000,000,000	TOTAL P	4,040,000,000.00			
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
	1,708	Common	940,401,854		1.00	940,401,854.00	99.95
	131	Preferred A	6,549,960		0.04	261,998.40	0.03
TOTAL			946,951,814	TOTAL	TOTAL P	940,663,852.40	99.98
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
	17	Common	209,414		1.00	209,414.00	0.02
Percentage of Foreign Equity : TOTAL			209,414	TOTAL	TOTAL P	209,414.00	0.02
TOTAL SUBSCRIBED P						940,873,266.40	100.00
PAID-UP CAPITAL							
FILIPINO	NO. OF STOCK- HOLDERS	TYPE OF SHARES *	NUMBER OF SHARES	PAR/STATED VALUE	AMOUNT (PhP)		% OF OWNERSHIP
	1,708	Common	940,401,854	1.00	940,401,854.00		99.95
	131	Preferred A	6,549,960	0.04	261,998.40		0.03
TOTAL			946,951,814	TOTAL P	940,663,852.40		99.98
FOREIGN	NO. OF	TYPE OF SHARES *	NUMBER OF	PAR/STATED VALUE	AMOUNT (PhP)		% OF OWNERSHIP
	17	Common	209,414	1.00	209,414.00		0.02
TOTAL			209,414	TOTAL P	209,414.00		0.02
TOTAL PAID-UP P				940,873,266.40		100.00	
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.								
DIRECTORS / OFFICERS								
NAME/CURRENT RESIDENTIAL ADDRESS	NATIONALITY	INC'R	BOARD	GENDER	STOCK HOLDER	OFFICER	EXEC. COMM.	TAX IDENTIFICATION NUMBER
1. Manolito A. Manalo [REDACTED]	Filipino	N	C	M	Y	President/ CEO	E/C	[REDACTED]
2. Bernadeth A. Lim [REDACTED]	Filipino	N	M	F	Y	Vice President	A/M	[REDACTED]
3. Hermogene H. Real [REDACTED]	Filipino	N	M	F	Y		E/M; N/M	[REDACTED]
4. Michelle F. Ayangco [REDACTED]	Filipino	N	M	F	Y			[REDACTED]
5. Rolando S. Santos [REDACTED]	Filipino	N	M	M	Y	Treasurer	E/M	[REDACTED]
6. Johnny Y. Aruego, Jr. [REDACTED]	Filipino	N	M	M	Y	Independent Director	N/M; A/C	[REDACTED]
7. Francisco L. Layug III [REDACTED]	Filipino	N	M	M	Y	Independent Director	N/C; A/M	[REDACTED]
8. Diane Madelyn C. Ching [REDACTED]	Filipino	N	N	F	Y	Corp. Secretary/Compliance Officer/Data Privacy Officer/Corporate Information Officer		[REDACTED]
9. Dale A. Tongco [REDACTED]	Filipino	N	N	M	N	Risk Management Officer		[REDACTED]

INSTRUCTION:

FOR SEX COLUMN, PUT "F" FOR FEMALE, "M" FOR MALE.

FOR BOARD COLUMN, PUT "C" FOR CHAIRMAN, "M" FOR MEMBER, "I" FOR INDEPENDENT DIRECTOR.

FOR INC'R COLUMN, PUT "Y" IF AN INCORPORATOR, "N" IF NOT.

FOR STOCKHOLDER COLUMN, PUT "Y" IF A STOCKHOLDER, "N" IF NOT.

FOR OFFICER COLUMN, INDICATE PARTICULAR POSITION IF AN OFFICER, FROM VP UP INCLUDING THE POSITION OF THE TREASURER, SECRETARY, COMPLIANCE OFFICER AND/OR ASSOCIATED PERSON.

FOR EXECUTIVE COMMITTEE, INDICATE "C" IF MEMBER OF THE COMPENSATION COMMITTEE; "A" FOR AUDIT COMMITTEE; "N" FOR NOMINATION AND ELECTION COMMITTEE. ADDITIONALLY WRITE "C" AFTER SLASH IF CHAIRMAN AND "M" IF MEMBER.

GENERAL INFORMATION SHEET

STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1856 common & preferred	NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:		1,492	
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		875,226,406 (as of 31 December 2024)				
STOCKHOLDER'S INFORMATION (COMMON SHARES)						
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	888,484,866	888,484,866.00	94.46%	888,353,734.00	[REDACTED]
	TOTAL	888,484,866	888,484,866.00			
2 Cymac Holdings Corporation Filipino [REDACTED]	Common	15,000,000	15,000,000.00	1.59%	15,000,000.00	[REDACTED]
	TOTAL	15,000,000	15,000,000.00			
3. RYM Business Management Corporation Filipino [REDACTED]	Common	8,927,940	8,927,940.00	0.95%	8,927,940.00	[REDACTED]
	TOTAL	8,927,940	8,927,940.00			
4. First Producers Holding Corp. FAO Ray Burton Dev. Corp. Filipino [REDACTED]	Common	6,175,789	6,175,789.00	0.66%	6,175,789.00	[REDACTED]
	TOTAL	6,175,789	6,175,789.00			
5. First Producers Holdings Corp. FAO Producers Properties, Inc. Filipino [REDACTED]	Common	4,903,852	4,903,852.00	0.52%	4,903,852.00	[REDACTED]
	TOTAL	4,903,852	4,903,852.00			
6. Ray Burton Development Corp. Filipino [REDACTED]	Common	3,213,293	3,213,293.00	0.34%	3,213,293.00	[REDACTED]
	TOTAL	3,213,293	3,213,293.00			
7. Producers Properties, Inc. Filipino [REDACTED]	Common	3,013,701	3,013,701.00	0.32%	3,013,701.00	[REDACTED]
		3,013,701	3,013,701.00			
8. Mercantile Investment Company Filipino [REDACTED]	Common	1,585,989	1,585,989.00	0.17%	1,585,989.00	[REDACTED]
	TOTAL	1,585,989	1,585,989.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL						
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:		1856 (common & preferred)		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:		1,492
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		875,226,406 (as of 31 December 2024)				
STOCKHOLDER'S INFORMATION						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (Php)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (Php)	% OF OWNER- SHIP		
9 Del Rosario, Albert, ITF Anthony Salim Filipino 	Common	1,289,279	1,289,279.00	0.14%	1,289,279.00	
	TOTAL	1,289,279	1,289,279.00			
10. Lucio W. Yan &/Or. Clara Yan Filipino 	Common	600,000	600,000.00	0.06%	600,000.00	
	TOTAL	600,000	600,000.00			
11. Joel B. Vargas Filipino 	Common	534,876	534,876.00	0.06%	534,876.00	
	TOTAL	534,876	534,876.00			
12. Merlene So. &/Or Peng Kee So Filipino 	Common	239,000	239,000.00	0.03%	239,000.00	
	TOTAL	239,000	239,000.00			
13. Maria T. Uy Filipino 	Common	211,200	211,200.00	0.02%	211,200.00	
	TOTAL	211,200	211,200.00			
14. Jose Yu Go, Jr. Filipino 	Common	210,000	210,000.00	0.02%	210,000.00	
	TOTAL	210,000	210,000.00			
15. Solar Securities, Inc. Filipino 	Common	200,000	200,000.00	0.02%	200,000.00	
	TOTAL	200,000	200,000.00			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL						
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS
<i>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.</i>

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1856 (common & preferred)		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:		<u>1,492</u>
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:				875,226,406 (as of 31 December 2024)		
STOCKHOLDER'S INFORMATION						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNER-SHIP		
16. PCD Nominee Corporation Foreign 	Common	153,751	153,751.00	0.02%	153,751.00	
	TOTAL	153,751	153,751.00			
17. Que Lu Kong Filipino 	Common	150,000	150,000.00	0.02%	150,000.00	
	TOTAL	150,000	150,000.00			
18. Jovy Lim Go Filipino 	Common	150,000	150,000.00	0.02%	150,000.00	
	TOTAL	150,000	150,000.00			
19. Ponciano V. Cruz, Jr. Filipino 	Common	150,000	150,000.00	0.02%	150,000.00	
	TOTAL	150,000	150,000.00			
20. Rufino H. Abad Filipino 	Common	142,011	142,011.00	0.02%	142,011.00	
	TOTAL	142,011	142,011.00			
21. Luciano H. Tan 	Common	139,600	139,600.00	0.01%	139,600.00	
	TOTAL	139,600	139,600.00			
22. Others 	Common	5,136,121	5,136,121	0.55%	5,267,253.00	
	TOTAL	5,136,121	5,136,121			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			940,611,268.00	100.00%	940,611,268.00	
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS
<i>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.</i>

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME: Prime Media Holdings, Inc.						
TOTAL NUMBER OF STOCKHOLDERS: 1856 (common & preferred)			NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:		1,492	
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS: 875,226,406 (as of 31 December 2024)						
STOCKHOLDER'S INFORMATION (PREFERRED SERIES A SHARES)						
NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNERSHIP		
1. Florentino L. Martinez Filipino [REDACTED]	Preferred	907,340	36,293.60	13.85%	36,293.60	[REDACTED]
	TOTAL	907,340	36,293.60			
2. Metrolab Employees Retirement Plan Filipino	Preferred	545,040	21,801.60	8.32%	21,801.60	
	TOTAL	545,040	21,801.60			
3. Llereza Helena Filipino	Preferred	529,810	21,192.40	8.09%	21,192.40	
	TOTAL	529,810	21,192.40			
4. E. Chua Chiaco SEC. Inc. Filipino [REDACTED]	Preferred	449,640	17,985.60	6.86%	17,985.60	[REDACTED]
	TOTAL	449,640	17,985.60			
5. Ng Virginia U. Filipino	Preferred	344,470	13,778.80	5.26%	13,778.80	
	TOTAL	344,470	13,778.80			
6. PNB Securities Inc. Filipino [REDACTED]	Preferred	300,280	12,011.20	4.58%	12,011.20	[REDACTED]
	TOTAL	300,280	12,011.20			
7. Diversified SEC Inc. Filipino [REDACTED]	Preferred	218,080	8,723.20	3.33%	8,723.20	[REDACTED]
	TOTAL	218,080	8,723.20			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL						
TOTAL AMOUNT OF PAID-UP CAPITAL						

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS
<i>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.</i>

GENERAL INFORMATION SHEET
STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====								
CORPORATE NAME:		Prime Media Holdings, Inc.						
TOTAL NUMBER OF STOCKHOLDERS:		1856 (common & preferred)			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 2px;">NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:</td> <td style="width: 50%; padding: 2px; text-align: center;">1,492</td> </tr> </table>		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:	1,492
NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:	1,492							
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		875,226,406 (as of 31 December 2024)						
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. Eastern Securities Development Corporation Filipino	Preferred	196,340	7,853.60	3.00%	7,853.60			
	TOTAL	196,340	7,853.60					
9. Ng Virginia U. Filipino	Preferred	183,130	7,325.20	2.80%	7,325.20			
	TOTAL	183,130	7,325.20					
10. Marino Olondriz Y Cia Filipino	Preferred	143,880	5,755.20	2.20%	5,755.20			
	TOTAL	143,880	5,755.20					
11. Litton Andrew L. Filipino	Preferred	134,070	5,362.80	2.05%	5,362.80			
	TOTAL	134,070	5,362.80					
12. Mandarin Securities Corporation Filipino	Preferred	127,320	5,092.80	1.94%	5,092.80			
	TOTAL	127,320	5,092.80					
13. Fernando David Filipino	Preferred	122,090	4,883.60	1.86%	4,883.60			
	TOTAL	122,090	4,883.60					
14. Go Aida Filipino	Preferred	122,090	4,883.60	1.86%	4,883.60			
	TOTAL	122,090	4,883.60					
TOTAL AMOUNT OF SUBSCRIBED CAPITAL								
TOTAL AMOUNT OF PAID-UP CAPITAL								

INSTRUCTION: SPECIFY THE TOP 20 STOCKHOLDERS AND INDICATE THE REST AS OTHERS
<i>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.</i>

GENERAL INFORMATION SHEET

STOCK CORPORATION

===== PLEASE PRINT LEGIBLY =====						
CORPORATE NAME:		Prime Media Holdings, Inc.				
TOTAL NUMBER OF STOCKHOLDERS:		1856 (common & preferred)		NO. OF STOCKHOLDERS WITH 100 OR MORE SHARES EACH:	1,492	
TOTAL ASSETS BASED ON LATEST AUDITED FINANCIAL STATEMENTS:		875,226,406 (as of 31 December 2024)				
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. Armstrong Securities Inc. Filipino	Preferred	121,210	4,848.40	1.85%	4,848.40	
	TOTAL	121,210	4,848.40			
16. Degay Matthew B. Filipino	Preferred	97,670	3,906.80	1.49%	3,906.80	
	TOTAL	97,670	3,906.80			
17. Lucky Securities Inc. Filipino	Preferred	89,120	3,564.80	1.36%	3,564.80	
	TOTAL	89,120	3,564.80			
18. Luys Securities Co. Inc. Filipino	Preferred	86,680	3,467.20	1.32%	3,467.20	
	TOTAL	86,680	3,467.20			
19. Eudalino Eustacio G. Filipino	Preferred	84,240	3,369.60	1.29%	3,369.60	
	TOTAL	84,240	3,369.60			
20. Rotea Zenaida V. Filipino	Preferred	77,230	3,089.20	1.18%	3,089.20	
	TOTAL	77,230	3,089.20			
21. Others	Preferred	1,670,230	66,809.20	25.50%	66,809.20	
	TOTAL	1,670,230	66,809.20			
TOTAL AMOUNT OF SUBSCRIBED CAPITAL			261,998.40	100.00%	261,998.40	
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
		0	

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*).

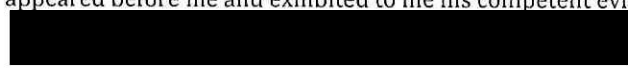
Done this SEP 16 2025 day of _____, 2025 in Makati City.



DIANE MADELYN C. CHING
Corporate Secretary

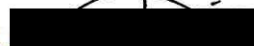
MAKATI CITY

SEP 16 2025

SUBSCRIBED AND SWORN TO before me in Makati City on ____ day of _____, 2025 by affiant who personally appeared before me and exhibited to me his competent evidence of identity consisting of 


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Page No. 60
Book No. XIX
Series of 2025.

NOTARY PUBLIC

ATTY.  REÑA
NOTARY PUBLIC for MAKATI CITY
Commission No. M-042 until Dec. 31, 2025
Roll of Attorneys 77327
PTR No. 10465813; 01/02/2025; Makati City
JBP OR No. 488686; 12/28/2024; Pasig City
MCLE Compliance No. VIII-0000389
8553 San Jose St., Guadalupe Nuevo, Makati City

BENEFICIAL OWNERSHIP DECLARATION

FOR THE YEAR: 2025
22401

SEC REGISTRATION NUMBER:

CORPORATE NAME:

Prime Media Holdings, Inc.

Instructions:

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		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.