C07267-2025

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)
   Oct 15, 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
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	940,611,268
PREFERRED	6,549,960

11. Indicate the item numbers reported herein
    Item No. 9 Other Events

Prime Media Holdings, Inc.
PRIM

PSE Disclosure Form 4-30 - Material Information/Transactions
References: SRC Rule 17 (SEC Form 17-C) and
Sections 4.1 and 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Update on the Issuance of Series C Non-Voting and Redeemable Preferred Shares

Background/Description of the Disclosure

This is to inform that the Company was not able to proceed with the issuance of the Series C Non-Voting and Redeemable Preferred Shares in favor of foreign shareholders last September 30, 2025 due to incomplete upliftment of scripless foreign-held shares from participating brokers.

On October 10, 2025, the Company received information from its Stock and Transfer Agent that all scripless foreign-held shares under Philippine Central Depository (PCD) foreign through its participating brokers has been fully uplifted.

In this regard, the Company may now proceed with the intended plan of replacing all foreignowned common shares into Series C Non-Voting and Redeemable Preferred Shares at 1:1 ratio for eventual redemption at PhP 2.00 per share. As at October 15, 2025, the Company has 207,414 foreign-owned common shares. Thus, it shall accordingly issue 207,414 Series C NonVoting and Redeemable Preferred shares in favor of foreigners holding 207,414 shares.

The Company has revised the key dates for the related corporate actions as follows:
Issuance Date: October 17, 2025
Record Date for Redemption: October 17, 2025
Payment Date: October 21, 2025

The Company shall apply for decrease in capital stock to retire the Series C shares. The expected filing for such decrease is on or before 31 October 2025.

Other Relevant Information

Please see attached SEC Form 17-C.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant

COVER SHEET

2	2	4	0	1					

S.E.C. Registration Number

PRIME MEDIA HOLDINGS, INC.
(formerly First e-Bank Corp.)

(Company's Full Name)

16th Floor BDO Towers
Valero (formerly Citibank
Tower) 8741 Paseo de Roxas
Makati City

(Business Address: No. Street/City/Province)

DIANE MADELYN C. CHING	8831-4479
Contact Person	Company Telephone Number

1 2 / 3 1	SEC FORM 17-C (Update on the Issuance of Series C Preferred Shares)	Every 3rd Tuesday of May
Month *Day* Fiscal Year	FORM TYPE	*Month* *Day* Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

Total No. of Stockholders	Domestic	Foreign
	nil	

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

SECURITIES AND EXCHANGE COMMISSION[1]

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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 of incorporation — Industry Classification Code:

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

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Preferred	6,549,960

11. Indicate the item numbers reported herein: ....Item No. 9 Other Events..............

Item 9. Other Events

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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......... ....October 15, 2025...............
Issuer Date

Diane Madelyn C. Ching/ Corporate Secretary
....
Signature and Title*

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