C07339-2025

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 17, 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	940,403,854
PREFFERED	6,549,960

11. Indicate the item numbers reported herein
   -

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 4-20 - Reclassification of Shares
References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure
Reclassification of Foreign-owned Common Shares to Series C Non-Voting and Redeemable Preferred Shares
Background/Description of the Disclosure
On 03 July 2025, the Securities and Exchange Commission (SEC) approved, among others, the amendment of the Seventh Article of the Corporation's Amended Articles of Incorporation to create Series "C" non-voting and redeemable preferred shares with a par value of PhP 1.00 per share and replace all foreign-owned common shares with a par value of PhP 1.00 per share into Series "C" non-voting and redeemable preferred shares with a par value of PhP 1.00 per share.

Date of Approval by Board of Directors	Aug 22, 2024
Date of Approval by Stockholders	Aug 30, 2024
Date of Approval by Securities and Exchange Commission	Jul 3, 2025

Reason or purpose of the reclassification of shares
The purpose of the reclassification of all foreign-owned common shares into Series C Non-voting and Redeemable Preferred Shares is to eventually eliminate all foreign-held shares through subsequent redemption and retirement of Series C preferred shares in order to comply with the Corporation's Amended Articles of Incorporation restricting foreign ownership.

Effects on Capital Structure

Issued Shares

Type of Security/Stock Symbol	Before	After	
Common Shares/PRIM	940,611,268	940,403,854	
Series C Preferred Shares	0	207,414	

Outstanding Shares

Type of Security/Stock Symbol	Before	After	
Common Shares/PRIM	940,611,268	940,403,854	
Series C Preferred Shares	0	207,414	

Treasury Shares

Type of Security/Stock Symbol	Before	After	
Not Applicable	-	-	

Listed Shares

Type of Security/Stock Symbol	Before	After	
Common Shares/PRIM	888,713,458	888,713,458	

Procedure(s) for updating stock certificates

Details of Stock Transfer Agent

Name	Stock Transfer Service, Inc.
Address	34-D Rufino Pacific Tower, 6784 Ayala Avenue, Makati City
Contact Person	Mr. Ricardo D. Regala

Inclusive dates when the old stock certificates can be replaced

Start Date	N/A
End Date	N/A

Documentary requirements

Individual Shareholders
N/A
Corporate Shareholders
N/A

Date of availability of new stock certificates	N/A

Procedures in case of lost stock certificates
N/A

Other Relevant Information
Upon issuance of series C non-voting and redeemable preferred shares, the Corporation shall immediately redeem the subject shares at a redemption price of PhP2.00 per share and shall retire the same. The Corporation shall file a decrease in authorized capital stock to eliminate the Series C Class.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant