

COVER SHEET

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| 2 | 2 | 4 | 0 | 1 |  |  |  |  |  |
|---|---|---|---|---|--|--|--|--|--|

S.E.C. Registration Number

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| P | R | I | M | E | M | E | D | I | A | H | O | L | D | I | N | G | S | , | I | N | C | . |   |    |
| ( | f | o | r | m | e | r | l | y | F | i | r | s | t | e | - | B | a | n | k | C | o | r | p | .) |

(Company's Full Name)

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|
| 1 | 6 | t | h | F | l | o | o | r | B | D | O | T | o | w | e | r | s |   |   |   |   |   |  |
| V | a | l | e | r | o | ( | f | o | r | m | e | r | l | y | C | i | t | i | b | a | n | k |  |
| T | o | w | e | r | ) | 8 | 7 | 4 | 1 | P | a | s | e | o | d | e | R | o | x | a | s |   |  |
| M | a | k | a | t | i | C | i | t | y |   |   |   |   |   |   |   |   |   |   |   |   |   |  |

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

|                        |
|------------------------|
| DIANE MADELYN C. CHING |
|------------------------|

Contact Person

|           |
|-----------|
| 8831-4479 |
|-----------|

Company Telephone Number

|   |   |   |   |
|---|---|---|---|
| 1 | 2 | 3 | 1 |
|---|---|---|---|

Month Day  
Fiscal Year

|  |
|--|
| SEC FORM 17-C<br>(Redemption of Series C Preferred Shares) |
|--|

FORM TYPE

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

Month Day  
Annual Meeting

|     |
|-----|
| N/A |
|-----|

Secondary License Type, If Applicable

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

Dept. Requiring this Doc.

|  |
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|  |
|--|

Amended Articles Number/Section

Total Amount of Borrowings

|  |
|--|
|  |
|--|

Total No. of Stockholders

|     |
|-----|
| nil |
|-----|

Domestic

|  |
|--|
|  |
|--|

Foreign

To be accomplished by SEC Personnel concerned

|  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |
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File Number

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LCU

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Document I.D.

\_\_\_\_\_  
Cashier

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|--------|
| STAMPS |
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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. .... 17 October 2025.....  
Date of Report (Date of earliest event reported)
2. SEC Identification Number .... 22401..... 3. BIR Tax Identification No. .. 000-491-007..
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 Industry Classification Code:  
of incorporation
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
9. .... N/A.....  
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<br>Outstanding and Amount of Debt<br>Outstanding |
|------------------------------|---|
| ..... <u>Common</u> .....    | <u>940,403,854</u> .....  |
| ..... <u>Preferred</u> ..... | <u>6,549,960</u> .....  |

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

**Item 9. Other Events**

This is to report that on October 17, 2025, the Company issued 207,414 Series C non-voting and redeemable preferred shares to replace common shares held by foreign shareholders. Such Series C shares were immediately redeemed upon issuance at PhP 2.00 per share. The distribution of payment in cash will be on October 21, 2025. In view of the redemption, the Series C shares shall be retired and cancelled. The Company shall apply for decrease in capital stock to remove the Series C shares on or before October 31, 2025.

**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......  
Issuer

.....October 17, 2025.....  
Date

  
Diane Madelyn C. Ching/ Corporate Secretary

.....  
Signature and Title\*

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

# 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)  
[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  
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   |
| PREFERRED           | 6,549,960   |

11. Indicate the item numbers reported herein  
Item No. 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 4-30 - 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

Redemption of Series C Preferred Shares

### Background/Description of the Disclosure

This is to report that on October 17, 2025, the Company issued 207,414 Series C non-voting and redeemable preferred shares to replace common shares held by foreign shareholders. Such Series C shares were immediately redeemed upon issuance at PhP 2.00 per share. The distribution of payment in cash will be on October 21, 2025. In view of the redemption, the Series C shares shall be retired and cancelled. The Company shall apply for decrease in capital stock to remove the Series C shares on or before October 31, 2025.

### Other Relevant Information

Please see attached SEC Form 17-C.

### Filed on behalf by:

|                    |                          |
|--------------------|--------------------------|
| <b>Name</b>        | Jeanette Elaine Gesmundo |
| <b>Designation</b> | Legal Assistant          |