

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
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 4-11 - 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 October 17, 2025, the Company issued 207,414 Series C non-voting and redeemable preferred shares to replace common shares held by foreign shareholders and were immediately redeemed upon issuance at PhP 2.00 per share.

As a result of the foregoing, the total number of issued and outstanding common shares of PRIME MEDIA HOLDINGS, INC. has decreased from 940,611,268 to 940,403,854 shares.

Change(s) in Number of Issued and Outstanding Shares

Issued Shares

Type of Security /Stock Symbol	Before	After	
Common Shares/PRIM	940,611,268	940,403,854	

Outstanding Shares

Type of Security /Stock Symbol	Before	After	
Common Shares/PRIM	940,611,268	940,403,854	

Other Changes, if any

In percent	Before	After
Public float	21.24	21.22
Foreign Ownership level	-	-

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant