SECURITIES AND EXCHANGE COMMISSION
Secretariat Building, PICC Complex, Roxas Boulevard, Pasay City, 1307 Metro Manila Philippines
Tel: (632) 818-0921 Fax: (632) 818-5293 Email: mis@sec.gov.ph

The following document has been received:

Receiving: AARON PAGKATIPUNAN
Receipt Date and Time: September 16, 2025 05:09:45 PM

Company Information

SEC Registration No.: 0000022401
Company Name: PRIME MEDIA HOLDINGS, INC.
Industry Classification: J66110
Company Type: Stock Corporation

Document Information

Document ID: OST10916202583753303
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Acceptance of this document is subject to review of forms and contents

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:

[redacted]

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: PRIME MEDIA HOLDINGS, INC.	**DATE REGISTERED:** 2/6/1963
BUSINESS/TRADE NAME: PRIME MEDIA HOLDINGS, INC.	**FISCAL YEAR END:** December 31
SEC REGISTRATION NUMBER: 22401	
DATE OF ANNUAL MEETING PER BY-LAWS: Every 3rd Tuesday of May	**CORPORATE TAX IDENTIFICATION NUMBER (TIN)** 000-491-007
ACTUAL DATE OF ANNUAL MEETING: 31-Jul-25	**WEBSITE/URL ADDRESS:** www.primemediaholdings.com
COMPLETE PRINCIPAL OFFICE ADDRESS: 16th Floor BDO Towers - Valero, 8741 Paseo de Roxas, Makati City	**E-MAIL ADDRESS:** service@primemediaholdingsinc.com
COMPLETE BUSINESS ADDRESS: 16th Floor BDO Towers - Valero , 8741 Paseo de Roxas, Makati City	**FAX NUMBER:** 8856-7976

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: Reyes Tacandong & Co. (Pamela Ann P. Escuadro)	**SEC ACCREDITATION NUMBER (if applicable):** 128829-A	**TELEPHONE NUMBER(S):** 8831-4479
PRIMARY PURPOSE/ACTIVITY/INDUSTRY PRESENTLY ENGAGED IN: 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	**INDUSTRY CLASSIFICATION:** N/A	**GEOGRAPHICAL CODE:** 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 Exchage 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.

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)

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 of 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)

4. Jewelry dealers in precious metals, who, as a business, trade in precious metals

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

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**	Common	1,289,279	1,289,279.00	0.14%	1,289,279.00	
Filipino						
	TOTAL	**1,289,279**	**1,289,279.00**			
10. **Lucio W. Yan &/Or. Clara Yan**	Common	600,000	600,000.00	0.06%	600,000.00	[redacted]
Filipino [redacted]						
	TOTAL	**600,000**	**600,000.00**			
11. **Joel B. Vargas**	Common	534,876	534,876.00	0.06%	534,876.00	[redacted]
Filipino [redacted]						
	TOTAL	**534,876**	**534,876.00**			
12. **Merlene So. &/Or Peng Kee So**	Common	239,000	239,000.00	0.03%	239,000.00	[redacted]
Filipino [redacted]						
	TOTAL	**239,000**	**239,000.00**			
13. **Maria T. Uy**	Common	211,200	211,200.00	0.02%	211,200.00	[redacted]
Filipino [redacted]						
	TOTAL	**211,200**	**211,200.00**			
14. **Jose Yu Go, Jr.**	Common	210,000	210,000.00	0.02%	210,000.00	[redacted]
Filipino [redacted]						
	TOTAL	**210,000**	**210,000.00**			
15. **Solar Securities, Inc.**	Common	200,000	200,000.00	0.02%	200,000.00	
Filipino						
	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

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
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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 [redacted]	Common	153,751	153,751.00	0.02%	153,751.00	[redacted]
	TOTAL	**153,751**	**153,751.00**			
17. **Que Lu Kong** Filipino	Common	150,000	150,000.00	0.02%	150,000.00	[redacted]
	TOTAL	**150,000**	**150,000.00**			
18. **Jovy Lim Go** Filipino [redacted]	Common	150,000	150,000.00	0.02%	150,000.00	[redacted]
	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	[redacted]
	TOTAL	**142,011**	**142,011.00**			
21. **Luciano H. Tan**	Common	139,600	139,600.00	0.01%	139,600.00	[redacted]
	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

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 (PREFERRED SERIES A SHARES)

NAME, NATIONALITY AND CURRENT RESIDENTIAL ADDRESS	SHARES SUBSCRIBED				AMOUNT PAID (PhP)	TAX IDENTIFICATION NUMBER
	TYPE	NUMBER	AMOUNT (PhP)	% OF OWNER-SHIP		
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

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		
8 **Eastern Securities Development Corporation**	Preferred	196,340	7,853.60	3.00%	7,853.60	[redacted]
Filipino						
	TOTAL	**196,340**	**7,853.60**			
9. **Ng Virginia U.**	Preferred	183,130	7,325.20	2.80%	7,325.20	
Filipino						
	TOTAL	**183,130**	**7,325.20**			
10. **Marino Olondriz Y Cia**	Preferred	143,880	5,755.20	2.20%	5,755.20	
Filipino						
	TOTAL	**143,880**	**5,755.20**			
11. **Litton Andrew L.**	Preferred	134,070	5,362.80	2.05%	5,362.80	
Filipino						
	TOTAL	**134,070**	**5,362.80**			
12. **Mandarin Securities Corporation**	Preferred	127,320	5,092.80	1.94%	5,092.80	
Filipino						
	TOTAL	**127,320**	**5,092.80**			
13. **Fernando David**	Preferred	122,090	4,883.60	1.86%	4,883.60	
Filipino						
	TOTAL	**122,090**	**4,883.60**			
14. **Go Aida**	Preferred	122,090	4,883.60	1.86%	4,883.60	
Filipino						
	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

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		
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. **Edualino 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 _____ day of SEP 16 2025, 2025 in Makati City.

[redacted]

DIANE MADELYN C. CHING
Corporate Secretary

MAKATI CITY

SUBSCRIBED AND SWORN TO before me in Makati City on _____ day of SEP 16 2025 _____ 2025 by affiant who personally appeared before me and exhibited to me his competent evidence of identity consisting of

Doc No. 293;
Page No. 60;
Book No. XIX;
Series of 2025.

NOTARY PUBLIC

ATTY. RYAN ANTHONY G. PEREÑA
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
IBP 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

SEC REGISTRATION NUMBER: 22401

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	[redacted]	Filipino	[redacted]	[redacted]	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.