

# 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)  
Feb 18, 2026
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 1227  
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
Series A 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 4-8 - Change in Directors and/or Officers  
(Resignation/Removal or Appointment/Election)  
References: SRC Rule 17 (SEC Form 17-C) and  
Section 4.4 of the Revised Disclosure Rules**

**Subject of the Disclosure**

Appointment of Atty. Dennis P. Manalo as Regular Director, Chairman and President of Prime Media Holdings, Inc.

**Background/Description of the Disclosure**

On February 18, 2026, the Board of Directors appointed Atty. Dennis P. Manalo as the Regular Director, Chairman and President of Prime Media Holdings, Inc. as replacement of Atty. Manolito A. Manalo.

**Resignation/Removal or Replacement**

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
-	-	-	-

**Election or Appointment**

Name of Person	Position/Designation	Date of Appointment/Election (mmm/dd/yyyy)	Effective Date of Appointment Election (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
Dennis P. Manalo	Regular Director, Chairman and President	02/18/2026	02/18/2026	1	0	-

**Promotion or Change in Designation**

Name of Person	Position/Designation		Date of Approval (mmm/dd/yyyy)	Effective Date of Change (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
	From	To			Direct	Indirect	
-	-	-	-	-	-	-	-

**Other Relevant Information**

Atty. Dennis P. Manalo is a distinguished legal practitioner, corporate leader, and trusted advisor with nearly three decades of experience in Philippine law and business. He brings a rare combination of rigorous legal training, strategic judgment, and hands-on executive leadership developed through decades of private practice and corporate service.

Atty. Manalo earned his Bachelor of Science in Management from the Ateneo de Manila University and obtained his Juris Doctor degree, with honors from the Ateneo Law School. He placed 15th nationwide in the 1996 Philippine Bar Examinations—an early marker of the analytical rigor and discipline that would define his professional career.

He commenced his legal career with SyCip Salazar Hernandez & Gatmaitan, the country’s premier law firm, before joining Siguion Reyna Montecillo & Ongsiako Law Offices. There, he rose from Associate to Partner, a position he held for many years while handling complex, high stakes cases across multiple industries. In January 2014, he established the Dennis P. Manalo Law Office, which he continues to lead as Founder and Managing Lawyer.

Throughout his career, Atty. Manalo has built an extensive and respected practice in civil and criminal litigation, while also advising corporations, entrepreneurs, and institutions on a wide range of commercial and regulatory matters. His areas of practice include litigation and arbitration, appellate advocacy, corporate and business consultancy, banking and finance, energy and power, mining, real estate, taxation, intellectual property, immigration, estate planning, labor and human resources, government financial transactions, election, media, advertising, sports, and entertainment law.

Beyond legal advocacy, Atty. Manalo has served as corporate secretary and director for various private Philippine corporations, giving him practical insight into governance, compliance, risk management, and board-level decision-making. He has undertaken specialized training in anti-money laundering compliance and regularly keeps abreast of regulatory and financial-crime developments affecting modern enterprises.

**Filed on behalf by:**

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