

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)
Apr 14, 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
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

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

Results of the Board of Director's Meeting held on April 14, 2026

Background/Description of the Disclosure

We advise that at the Regular Board of Directors Meeting of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held today, April 14, 2026, the Board of Directors of the Corporation approved the following:

1. Resignation of Atty. Diane Madelyn C. Ching as Data Privacy Officer and Compliance Officer;
2. Resignation of Mr. Dale A. Tongco as Risk Management Officer;
3. Appointment of Mr. Emerson P. Paulino as Compliance Officer, Data Privacy Officer and Risk Management Officer; and
4. Postponement of the 2026 Annual Stockholders' Meeting

Other Relevant Information

Please see the attached SEC Form 17C and Secretary's Certificate.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant

COVER SHEET

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
(Results of the Board of
Director's Meeting held on
April 14, 2026)
FORM TYPE

Month Day
Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

Total No. of Stockholders

nil

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

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. 14 April 2026.....
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
Outstanding and Amount of Debt
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. Results of the Board Meeting held on April 14, 2026

We advise that at the Regular Board of Directors Meeting of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held today, April 14, 2026, the Board of Directors of the Corporation approved the following:

1. Resignation of Atty. Diane Madelyn C. Ching as Data Privacy Officer and Compliance Officer;
2. Resignation of Mr. Dale A. Tongco as Risk Management Officer;
3. Appointment of Mr. Emerson P. Paulino as Compliance Officer, Data Privacy Officer and Risk Management Officer; and
4. Postponement of the 2026 Annual Stockholders' Meeting

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

.....April 14, 2026.....
Date


Diane Madelyn C. Ching / Corporate Secretary
.....
Signature and Title*

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


and deliver any and all relevant documents, for and on behalf of the Corporation, which may be required by the Securities and Exchange Commission (SEC) and the Philippine Stock Exchange (PSE) and to perform any and all acts necessary thereto in relation to the conduct of the Annual Stockholders' Meeting."

"RESOLVED, FINALLY, that the foregoing resolution shall continue to have full force and effect until the same are repealed, amended and/or superseded by a subsequent resolution to the contrary."

(signature page follows)

IN WITNESS WHEREOF, I have hereunto set my hand this APR 14 2026 2026, in Makati, Philippines.


ATTY. DIANE MADELYN C. CHING
Corporate Secretary

SUBSCRIBED AND SWORN to before me this APR 14 2026 day of 2026 2026 in Makati City, affiant exhibiting to me her Passport No.  expiring on 28 December 2031.

Doc. No. 12
Page No. 4
Book No. II
Series of 2026.


ATTY. REMEN CARLO O. GENERAL
City Public for Makati City
App. No. M-223 Until 31 Dec. 2026
Roll of Attorneys No. 59087
IBP Membership No. 460027; 12/01/2024
PTR No. MKT-10769717AG; 01/12/2026
MCLE Compliance No. VIII-0042253;
3F ALP/RA Building, #140 Levisa Street
Salcedo Village, Makati City