

## 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  
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

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 Data Privacy Officer, Compliance Officer and Risk Management Officer of Prime Media Holdings, Inc.

#### Background/Description of the Disclosure

On April 14, 2026, the Board of Directors approved the following corporate actions:

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; and
3. Appointment of Mr. Emerson Paulino as Data Privacy Officer, Compliance Officer and Risk Management Officer

#### Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
Diane Madelyn C. Ching	Data Privacy Officer and Compliance Officer	04/14/2026	-
Dale A. Tongco	Risk Management Officer	04/14/2026	-

#### 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	
Emerson P. Paulino	Data Privacy Officer, Compliance Officer, Risk Management Officer	04/14/2026	04/14/2026	0	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

Mr. Emerson Paulino (“Mr. Paulino”) is a Certified Public Accountant since 2005 and became a Certified Internal Auditor (IIA) in 2014. He was appointed as the Compliance Officer and Data Privacy Officer of Marcventures Holding’s Inc. (“MHI”) in April 2026. He served as the MHI’s AVP for Internal Audit from 2020 until March 2026. Currently, he is the consulting Audit and Risk Officer of SBS Philippines Corporation.

Mr. Paulino has twenty (20) years of experience in risk management, compliance, and internal audit including IT audit, finance, and controls. He has led numerous initiatives in ERP implementation, such as SAP B1, Acumatica, and Oracle NetSuite, as well as IT assurance for operations and finance-related applications like QuickBooks and various inventory management systems. Throughout his career, he has been affiliated with major organizations including Philip Morris, Carrier International, Standard Chartered Bank, Marcventures Holdings Inc., and SBS Philippines Corporation.

**Filed on behalf by:**

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