

# 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)  
May 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  
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

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 May 18, 2026

**Background/Description of the Disclosure**

We advise that at the Special Meeting of the Board of Directors of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held on May 18, 2026, the Board of Directors of the Corporation approved the holding of the Annual Stockholders' Meeting on July 15, 2026, with a record date on June 16, 2026.

**Other Relevant Information**

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

**Filed on behalf by:**

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

COVER SHEET

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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)

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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)

<b>DIANE MADELYN C. CHING</b>
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Contact Person

<b>8831-4479</b>
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Company Telephone Number

1	2	3	1
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Month Day  
Fiscal Year

<b>SEC FORM 17-C (Results of the Board of Director's Meeting held on May 18, 2026)</b>
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FORM TYPE

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Month Day  
Annual Meeting

<b>N/A</b>
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Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles Number/Section

Total Amount of Borrowings

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Total No. of Stockholders

<b>nil</b>
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Domestic

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Foreign

To be accomplished by SEC Personnel concerned

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File Number

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LCU

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Document I.D.

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Cashier

<b>STAMPS</b>
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**Item 9. Results of the Board Meeting held on May 18, 2026**


We advise that at the Special Meeting of the Board of Directors of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held on **May 18, 2026**, the Board of Directors of the Corporation approved the holding of the Annual Stockholders' Meeting on **July 15, 2026**, with a record date on **June 16, 2026**.

**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

.....May 18, 2026.....  
Date

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

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

REPUBLIC OF THE PHILIPPINES        )  
CITY OF MAKATI                        ) S.S.

**SECRETARY'S CERTIFICATE**

I, **DIANE MADELYN C. CHING**, of legal age, Filipino, with office address at 16th Floor BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City, after having been duly sworn to in accordance with law, do hereby depose and state that:

1. I am the Corporate Secretary of **PRIME MEDIA HOLDINGS, INC.** (the "Corporation"), a corporation duly organized and existing under the laws of the Philippines, with principal office address at 16th Floor BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City.
2. I hereby certify that during the Special Meeting of the Board of Directors of the Corporation held on **May 18, 2026**, at 4th Floor BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City, wherein a quorum was present and acting throughout, the Board unanimously approved the following:

**Resolution No.BD-06-2026-001**

**"RESOLVED**, as it is hereby resolved, that that the Board of Directors of **PRIME MEDIA HOLDINGS, INC.** (the "Corporation") authorizes, as it hereby authorizes, the holding of the 2026 Annual Stockholders' Meeting on **July 15, 2026, with record date on June 16, 2026;**

**"RESOLVED, FURTHER**, that the President and Chairman of the Corporation, **Atty. Dennis P. Manalo**, be authorized and empowered, as he is hereby authorized and empowered to amend, revise and/or finalize the agenda items to be presented in the said Annual Meeting, if necessary;

**"RESOLVED, FURTHER**, that pursuant to the Corporation's By-laws, Sections 49 and 57 of the Revised Corporation Code and SEC Memorandum Circular No. 6 (Series of 2020), the Board of Directors authorizes, as it hereby authorizes, the holding of the Corporation's 2026 Annual Stockholders' Meeting by remote communication or *in absentia*;


**“RESOLVED, FURTHER,** that the Stockholders of the Corporation be authorized, as they are hereby authorized, to cast their votes by proxy, remote communication or *in absentia*, in accordance with the mechanisms and procedures to be issued by the Corporate Secretary;

**“RESOLVED, FINALLY,** that Management and the proper officers of the Corporation be authorized and empowered, as they are hereby authorized and empowered, to perform all acts, and to sign, execute, file and deliver, for and on behalf of the Corporation, any and all documents which may be required by the Securities and Exchange Commission (SEC) and the Philippine Stock Exchange (PSE) in relation to the conduct of the Annual Stockholders’ Meeting.


*(signature page follows)*

IN WITNESS WHEREOF, I have hereunto set my hand on MAY 18 2026 at MAKATI CITY.

  
DIANE MADELYN C. CHING  
Corporate Secretary

MAKATI CITY SUBSCRIBED AND SWORN to before me, a Notary Public for and in MAKATI CITY, Philippines, on MAY 18 2026, by the affiant, whose identity I have confirmed through competent evidence of identity, particularly her Philippine Passport  issued on December 29 2021 at DFA Manila.

Doc No. 83 ;  
Page No. 18 ;  
Book No. 1 ;  
Series of 2026.

  
ATTY. JIMEN CARLO O. GARCIA  
Notary Public for Makati City  
Appl. No. 123 Dated 31 Dec. 2026  
Roll of Attorneys No. 13357  
ICP Membership No. 48667 12/01/2024  
PTR No. MKT-1076971780 09/12/2026  
MCLP Compliance No. Y 1 0042253  
3F ALPAP Building, 11th Avenue Street  
Salcedo Village, Makati City