

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)
Jun 9, 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)
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

Imposition of Penalty on the Corporation by the Securities and Exchange Commission

Background/Description of the Disclosure

Please be advised that Prime Media Holdings, Inc. (the "Company") received notices via electronic mail on 09 June 2026 from the Securities and Exchange Commission (the "SEC") in relation to the imposition of penalties for holding its 2024 and 2025 Annual Stockholders' Meeting ("ASM") beyond the 60-day period as prescribed under Section 25 of the Revised Corporation Code of the Philippines ("RCC").

Other Relevant Information

Please see attached disclosure of the Corporation relating to the Imposition of a Penalty on the Corporation by the Securities and Exchange Commission.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	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)

DIANE MADELYN C. CHING

Contact Person

8831-4479

Company Telephone Number

1	2		3	1
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Month Day
Fiscal Year

SEC FORM 17-C
(Imposition of Penalty on the
Corporation by the Securities
and Exchange Commission)

FORM TYPE

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Month Day
Annual Meeting

N/A

Secondary License Type, If Applicable

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Dept. Requiring this
Doc.

Amended Articles
Number/Section

Total Amount of Borrowings

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Total No. of
Stockholders

nil

Domestic

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Foreign

To be accomplished by SEC Personnel concerned

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File Number

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Document I.D.

LCU

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

1.09 June 2026.....
Date of Report (Date of earliest event reported)
2. SEC Identification Number22401..... 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
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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. Other Events

Please be advised that **Prime Media Holdings, Inc.** (the “Company”) received notices via electronic mail on **09 June 2026** from the Securities and Exchange Commission (the “SEC”) in relation to the imposition of penalties for holding its 2024 and 2025 Annual Stockholders’ Meeting (“ASM”) beyond the 60-day period as prescribed under Section 25 of the Revised Corporation Code of the Philippines (“RCC”). The penalties being imposed are shown below:

Subject	Penalty Imposed
2024 ASM	₱80,300.00
2025 ASM	₱136,000.00
TOTAL	₱216,300.00

The Company will file for reconsideration, including for the reduction of penalty, considering substantial compliance with the requirements of the Revised Corporation Code of the Philippines and the circumstances surrounding the postponement to justify the late holding of its ASM.

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

.....June 09, 2026.....
Date

Diane Madelyn C. Ching/ Corporate Secretary

.....
Signature and Title*

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