

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)
Jul 15, 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. 4 - Election of Registrant's Officers and Committee Members

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 Organizational Meeting of the Board held on July 15, 2026

Background/Description of the Disclosure

We advise that during the Organizational Meeting of the Board of Directors held immediately after the stockholders' meeting, the following matters were acted upon:

1. Election of the following officers for the year 2026 to 2027 to serve as such until their successors are duly elected and qualified:

Dennis Rhoul P. Manalo : Chairman of the Board and President
Bernadeth A. Lim : Vice-President
Rolando S. Santos : Treasurer / Vice-President Finance
Diane Madelyn C. Ching : Corporate Secretary/ Corporate Information Officer
Emerson P. Paulino : Risk Management Officer, Compliance Officer and Data Privacy Officer

2. Election of the following Committee Members for the year 2026 to 2027 to serve as such until their successors are duly elected and qualified:

(a) Executive Committee:

Chairman: Dennis Rhoul P. Manalo
Members: Rolando S. Santos
Hermogene H. Real

(b) Audit, Risk Oversight and Related Party Transaction Committee:

Chairman: Rolando S. Santos
Members: Michelle F. Ayangco
Bernadeth A. Lim

(c) Nominations and Corporate Governance Committee:

Chairman: Bernadeth A. Lim
Members: Michelle F. Ayangco
Hermogene H. Real

Other Relevant Information

Please see attached SEC Form 17-C.

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		
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Month Day
Fiscal Year

SEC FORM 17-C (Results of Organizational Meeting of the Board of Directors held on July 15, 2026)
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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.

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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.

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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.July 15, 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. (Use Only)
Province, country or other jurisdiction of incorporation Industry Classification Code:
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. 4 - Election of Registrant's
Officers and Committee Members.....

Item 4. Results of the Organizational Meeting of the Board held on July 15, 2026

We advise that during the Organizational Meeting of the Board of Directors held immediately after the stockholders' meeting, the following matters were acted upon:

1. Election of the following officers for the year 2026 to 2027 to serve as such until their successors are duly elected and qualified:

Dennis Rhoul P. Manalo	:	Chairman of the Board and President
Bernadeth A. Lim	:	Vice-President
Rolando S. Santos	:	Treasurer / Vice-President Finance
Diane Madelyn C. Ching	:	Corporate Secretary/ Corporate Information Officer
Emerson P. Paulino	:	Risk Management Officer, Compliance Officer and Data Privacy Officer

2. Election of the following Committee Members for the year 2026 to 2027 to serve as such until their successors are duly elected and qualified:

(a) Executive Committee:

Chairman:	Dennis Rhoul P. Manalo
Members:	Rolando S. Santos Hermogene H. Real

(b) Audit, Risk Oversight and Related Party Transaction Committee:

Chairman:	Rolando S. Santos
Members:	Michelle F. Ayangco Bernadeth A. Lim

(c) Nominations and Corporate Governance Committee:

Chairman:	Bernadeth A. Lim
Members:	Michelle F. Ayangco Hermogene H. Real

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

.....July 15, 2026.....
Date


DIANE MADELYN C. CHING
Corporate Secretary

.....
Signature and Title*

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