

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. 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 4-25 - Results of Organizational Meeting

*References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

Results of the Organizational Meeting of the Board of Directors held on 15 July 2026

Background/Description of the Disclosure

Results of the Organizational Meeting of the Board of Directors held on 15 July 2026

List of elected officers for the ensuing year with their corresponding shareholdings in the Issuer

Name of Person	Position/Designation	Shareholdings in the Listed Company		Nature of Indirect Ownership
		Direct	Indirect	
Dennis Rhoul P. Manalo	Chairman of the Board and President	1	0	-
Bernadeth A. Lim	Vice-President	1	0	-
Rolando S. Santos	Treasurer and Vice-President Finance	1,000	0	-
Diane Madelyn C. Ching	Corporate Secretary and Corporate Information Officer	1,000	0	-
Emerson P. Paulino	Compliance Office, Data Privacy Officer and Risk Management Officer	0	0	-

List of Committees and Membership

Name of Committees	Members	Position/Designation in Committee
Executive Committee	Dennis Rhoul P. Manalo	Chairman
Executive Committee	Rolando S. Santos	Member
Executive Committee	Hermogene H. Real	Member
Audit, Risk Oversight and Related Party Transaction Committee	Rolando S. Santos	Chairman
Audit, Risk Oversight and Related Party Transaction Committee	Bernadeth A. Lim	Member

Audit, Risk Oversight and Related Party Transaction Committee	Michelle F. Ayangco	Member	
Corporate Governance and Nominations Committee	Bernadeth A. Lim	Chairman	
Corporate Governance and Nominations Committee	Hermogene H. Real	Member	
Corporate Governance and Nominations Committee	Michelle F. Ayangco	Member	

List of other material resolutions, transactions and corporate actions approved by the Board of Directors

None.

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)

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		
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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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STAMPS

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AND SRC RULE 17.2(c) THEREUNDER

1.July 15, 2026.....
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4. .. Prime Media Holdings, Inc......
Exact name of issuer as specified in its charter
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Province, country or other jurisdiction of incorporation Industry Classification Code:
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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. 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.