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Prime Media Holdings, Inc. PRIM

PSE Disclosure Form 17-7 - Statement of Changes in Beneficial Ownership of Securities *References: SRC Rule 23 and Section 17.5 of the Revised Disclosure Rules*

Name of Reporting Person	Engr. Francisco L. Layug III
Relationship of Reporting Person to Issuer	Independent Director

Description of the Disclosure

Please see the attached SEC Form 23-B to report that Engr. Francisco L. Layug III is no longer subject to filing requirements.

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										8831-4479									
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Contact Person

Company Telephone Number

1	2			3	1		
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Month Day
Fiscal Year

SEC FORM 23-B (Engr. Francisco L. Layug III)									
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FORM TYPE

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Month Day
Annual Meeting

N/A									
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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

nil									
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Domestic

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Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I.D.

Cashier

STAMPS									
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SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines

FORM 23-B

REVISED

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES
 Filed pursuant to Section 23 of the Securities Regulation Code

☒ Check box if no longer subject to filing requirement

1. Name and Address of Reporting Person LAYUG FRANCISCO L. (Last) (First) (Middle) 16th Floor BDO Towers Valero , 8741 Paseo de Roxas (Street) Makati City (City) (Province) (Postal Code)	2. Issuer Name and Trading Symbol PRIME MEDIA HOLDINGS, INC. (PRIM) <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:50%; vertical-align: top;"> 3. Tax Identification Number 112-818-166 </td> <td style="width:50%; vertical-align: top;"> 5. Statement for Month/Year 2026-07-15 </td> </tr> <tr> <td style="width:50%; vertical-align: top;"> 4. Citizenship Filipino </td> <td style="width:50%; vertical-align: top;"> 6. If Amendment, Date of Original (Month/Year) </td> </tr> </table>	3. Tax Identification Number 112-818-166	5. Statement for Month/Year 2026-07-15	4. Citizenship Filipino	6. If Amendment, Date of Original (Month/Year)	7. Relationship of Reporting Person to Issuer (Check all applicable) ☒ Director ☐ Officer (give title below) ☐ 10% Owner ☐ Other (specify below) <u>Expiration of Term as Independent Director effective on 15 Jul</u>
3. Tax Identification Number 112-818-166	5. Statement for Month/Year 2026-07-15					
4. Citizenship Filipino	6. If Amendment, Date of Original (Month/Year)					

Table 1 - Equity Securities Beneficially Owned

1. Class of Equity Security	2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)			3. Amount of Securities Owned at End of Month		4. Ownership Form: Direct (D) or Indirect (I) *	6. Nature of Indirect Beneficial Ownership
					%	Number of Shares		
Common		Amount	(A) or (D)	Price		1		
Total		0.00			0.00%	1	D	

(Print or Type Responses)

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.

- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
- (A) Voting power which includes the power to vote, or to direct the voting of, such security; and/or
 - (B) Investment power which includes the power to dispose of, or to direct the disposition of, such security.
- (2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
- (A) held by members of a person's immediate family sharing the same household;
 - (B) held by a partnership in which such person is a general partner;
 - (C) held by a corporation of which such person is a controlling shareholder; or
 - (D) subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.

By: 
 (signature of Reporting Person)

FORM 23-B (continued)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., warrants, options, convertible securities)**

[illegible]

Explanation of Responses:

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of Makati on 15 July 2026.


Francisco L. Layug III
(Signature of Reporting Person)