C05599-2026

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 23, 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

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 Directors Meeting dated 23 July 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 today, July 23, 2026, the Board of Directors approved the holding of the Special Stockholders’ Meeting on August 14, 2026, at 2:00 p.m., with a record date on August 6, 2026 via remote communication or in absentia, with the following agenda: a. Call to Order b. Proof of Notice and Certification of Quorum c. Approval of the Minutes of the Annual Stockholders’ Meeting held on July 15, 2026. d. Election of the Independent Directors for 2026-2027 e. Other Matters f. Adjournment
Other Relevant Information
Please see attached SEC Form 17-C and Secretary's Certificate.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant

COVER SHEET

22401

S.E.C. Registration Number

PRIME MEDIA HOLDINGS, INC.
(formerly First e-Bank Corp.)

(Company's Full Name)

16th Floor BDO Towers Valero (formerly Citibank Tower) 8741 Paseo de Roxas Makati City

(Business Address: No. Street/City/Province)

DIANE MADELYN C. CHING	**8831-4479**
Contact Person	Company Telephone Number

12 31	**SEC FORM 17-C (Results of the Board of Director's Meeting held on July 23, 2026)**	
Month *Day* Fiscal Year	FORM TYPE	*Month* *Day* Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

	nil	
Total No. of Stockholders	Domestic	Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

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 23, 2026**..
   Date of Report (Date of earliest event reported)

2. SEC Identification Number .... **22401**...... 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 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
Common	**940,403,854**
Preferred	**6,549,960**

11. Indicate the item numbers reported herein: ....**Item No. 9 Other Events**..............

Item 9. **Results of the Board Meeting held on July 23, 2026**

We advise that at the Special Meeting of the Board of Directors of PRIME MEDIA HOLDINGS, INC. (the "Corporation") held today, **July 23, 2026**, the Board of Directors approved the holding of the Special Stockholders' Meeting on August 14, 2026, at 2:00 p.m., with a record date on August 6, 2026 via remote communication or *in absentia*, with the following agenda:

a. Call to Order
b. Proof of Notice and Certification of Quorum
c. Approval of the Minutes of the Annual Stockholders' Meeting held on July 15, 2026.
d. Election of the Independent Directors for 2026-2027
e. Other Matters
f. Adjournment

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.**........ …………**July 23, 2026**……………
Issuer 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 **July 23, 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-09-2026-001

"**RESOLVED**, as it is hereby resolved, that PRIME MEDIA HOLDINGS, INC. (the "Corporation") be authorized to conduct a Special Stockholders' Meeting on **August 14, 2026**, with record date of **August 6, 2026**, unless otherwise rescheduled as directed by the Securities and Exchange Commission.

"**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 meeting date as well as agenda items to be presented in the said Special Stockholders' Meeting, if necessary;

"**RESOLVED, FURTHER**, that Corporation's Special Stockholders' Meeting be held by remote communication or in absentia 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);"

"**RESOLVED, FURTHER**, that the Corporation be authorized to allow casting of votes by proxy, remote communication or in absentia, in accordance with the mechanisms and procedures allowed under the applicable laws, rules and regulations.

"**RESOLVED, FINALLY**, that any director or 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 Special Stockholders' Meeting."

(signature page follows)

23 JUL 2026

IN WITNESS WHEREOF, I have hereunto set my hand this __________ day of _________ 2026 at Makati City.

[redacted]

DIANE MADELYN C. CHING
Corporate Secretary

23 JUL 2026

SUBSCRIBED AND SWORN to before me this ______ day of __________ 2026 at Makati City, affiant exhibited to me her Philippine Passport No. [redacted] xpiring on December 28, 2031.

Doc. No.: 252;
Page No.: 52;
Book No.: VIII;
Series of 2026.

[redacted]LIC

[redacted]
Notary Public – Makati City
Commission No. M-257
Until December 31, 2027
PTR No. 10781028 Makati-1.15.26
IBP No. 564912/12.11.25/Roll #32836
8189 Sgt. F. Yabut street,
Guadalupe Nuevo, Makati City
MCLE Compliance No. VIII - 0042491