

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

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 7-1 - Notice of Annual or Special Stockholders' Meeting

References: SRC Rule 17 (SEC Form 17-C) and Sections 7 and 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Notice of 2026 Special Stockholders' Meeting

Background/Description of the Disclosure

Notice of 2026 Special Stockholders' Meeting

Type of Meeting

- ☐ Annual
- ☒ Special

Date of Approval by Board of Directors	Jul 23, 2026
Date of Stockholders' Meeting	Aug 14, 2026
Time	2:00PM
Venue	16F BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City via Virtual Meeting/Video Conferencing/Remote Communication
Record Date	Aug 6, 2026
Agenda	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

Inclusive Dates of Closing of Stock Transfer Books

Start Date	N/A
End Date	N/A

Other Relevant Information
None.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant