

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)
Aug 14, 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 4-8 - Change in Directors and/or Officers
(Resignation/Removal or Appointment/Election)
References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules**

Subject of the Disclosure

Election of Independent Directors of Prime Media Holdings, Inc.

Background/Description of the Disclosure

Election of Independent Directors of Prime Media Holdings, Inc.

Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
-	-	-	-

Election or Appointment

Name of Person	Position/Designation	Date of Appointment/Election (mmm/dd/yyyy)	Effective Date of Appointment Election (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
Gideon D.V. Mortel	Independent Director	08/14/2026	08/14/2026	1,000	-	-
Jose M. Roy III	Independent Director	08/14/2026	08/14/2026	1,000	-	-

Promotion or Change in Designation

Name of Person	Position/Designation		Date of Approval (mmm/dd/yyyy)	Effective Date of Change (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
	From	To			Direct	Indirect	
-	-	-	-	-	-	-	-

Other Relevant Information

DR. GIDEON D.V. MORTEL currently manages his own Law Office (GM Law Firm) and provides consultancy services to the government and the private sectors. He is a member of the academe teaching various law subjects in several colleges of law in Metro Manila, including, Sebastian College Recoletos Graduate School of Law and the Pamantasan Lungsod ng Maynila, Graduate School of Law. Atty. Mortel was a former Commissioner of the Governance Commission for the GOCCs appointed by President Ferdinand Marcos Jr. (PBBM). He was the Committee Secretary of the Consultative Committee (with the level of Assistant Secretary) in the immediately past administration established to draft the Federal Constitution. He was also a Senior Executive Fellow in the Development Academy of the Philippines. He likewise worked in the legislative department as head of the Senate Prosecution and Investigation Service and had the opportunity to work with various Senators and Senate Presidents. Atty. Mortel finished his B.A. Political Science in the University of the Philippines. He obtained his Law degree in San Sebastian College. He took up his Master of Laws at the Pamantasan Lungsod ng Maynila and continued to pursue his Doctor of Civil Law in the University of Santo Tomas where he graduated with academic average of Summa Cum Laude and academic distinction of Magna Cum Laude. His dissertation in Environment "Environmental Precautionary Principle" was given a Magna Cum Laude distinction. Dr. Mortel is an advocate of good governance, constitutional reform, international law, policy and environmental protection.

ATTY. JOSE M. ROY III, also known as Atty. Judd Roy, started his private law practice with Bernas and Associates. Shortly thereafter, he formed Roy and Syquia (ROSCOR) Law Firm, which was engaged in general law practice, specializing in corporate consultancy and litigation. After some time, he formed Roy Law Offices, where he remains the managing partner to this day. He started his academic teaching career at Ateneo Law School, where he was awarded the Sasakawa Professorial Chair in Public International Law. Later, he served as Dean of the College of Law and as Regent and Acting President of Pamantasan ng Lungsod ng Maynila. Atty. Roy gained national attention as a member of the defense team for former Chief Justice Renato Corona during the 2012 impeachment trial. He likewise drew national attention for the case Roy vs. Herbosa, where he vigorously challenged the Securities and Exchange Commission's rules for permitting the circumvention of the 60-40 nationality restriction of constitutionally regulated franchise, like PLDT. His expertise in case strategy and litigation has made him a valued consultant and resource person for high profile political and constitutional cases.

Filed on behalf by:

Name	Jeanette Elaine Gesmundo
Designation	Legal Assistant