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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	ATTY. MAILA LOURDES G. DE CASTRO
Relationship of Reporting Person to Issuer	Corporate Secretary/ Compliance Officer/Data Privacy Officer

Description of the Disclosure
SEC Form 23B to report that Atty. Maila Lourdes G. De Castro is no longer subject to filing requirement.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer

COVER SHEET

2 2 4 0 1

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)

MAILA G. DE CASTRO

Contact Person

8831-4479

Company Telephone Number

1 2 3 1
Month Day
Fiscal Year

SEC Form 23-B
(Maila Lourdes G. De Castro)

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

Total No. of
Stockholders

nil
Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines

REVISED

FORM 23-B

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 DE CASTRO, MAILA LOURDES G. (Last) (First) (Middle)	2. Issuer Name and Trading Symbol Prime Media Holdings Inc. (PRIM)	7. Relationship of Reporting Person to Issuer (Check all applicable) Director Officer <input type="checkbox"/> 10% Owner <input type="checkbox"/> (give title below) <input checked="" type="checkbox"/> (specify below)	5. Statement for Month/Year Oct-21 6. If Amendment, Date of Original (Month/Year)
3. Tax Identification Number 209-980-102	4. Citizenship FILIPINO		
4th Floor BDO Towers Paseo (formerly Citibank) (Street) Center, 8741 Paseo de Roxas Makati City (City) (Province) (Postal Code)			

Table 1 - Equity Securities Beneficially Owned

1. Class of Equity Security	4. Securities Acquired (A) or Disposed of (D)			6. Nature of Indirect Beneficial Ownership
	2. Transaction Date (Month/Day/Year)	Amount	Price	
COMMON				
			0	
		Total	0.00%	0

(Print or Type Responses)

If the change in beneficial ownership is 50% of the previous shareholdings or is equal to 5% of the outstanding capital stock of the issuer, provide the disclosure requirements set forth on page 3 of this form.

- 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: 
Maïla Lourdes G. De Castro
 (Signature of Reporting Person)

FORM 23-B (continued)

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

1. Derivative Security	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Yr)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/Year)	6. Title and Amount of Underlying Securities		7. Price of Derivative Security	8. No. of Derivative Securities Beneficially Owned at End of Month	9. Ownership Form of Derivative Security: Direct (D) or Indirect (I) *	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)		Title	Amount or Number of Shares				

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 **13 October 2021**.

By: 
Mailes Lourdes G. De Castro
(Signature of Reporting Person)