

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)
Oct 14, 2021
2. SEC Identification Number
22401
3. BIR Tax Identification No.
000491007
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
16F BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City
Postal Code
1227
8. Issuer's telephone number, including area code
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	700,298,616
PREFERRED	14,366,260

11. Indicate the item numbers reported herein
Item 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

Non-re-election of Atty. Juan Victor S. Valdez, Expiration of term of Atty. Maila Lourdes G. De Castro, Election of Atty. Hermogene H. Real and Ms. Michelle F. Ayangco, Appointment of Mr. Dale A. Tongco and Change in Designation of Atty. Reuben Carlo O. General

Background/Description of the Disclosure

Non-re-election of Atty. Juan Victor S. Valdez, Expiration of term of Atty. Maila Lourdes G. De Castro, Election of Atty. Hermogene H. Real and Ms. Michelle F. Ayangco, Appointment of Mr. Dale A. Tongco and Change in Designation of Atty. Reuben Carlo O. General

Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
Juan Victor S. Valdez	Director	10/13/2021	Non-re-election/ Expiration of term
Maila Lourdes G. De Castro	Corporate Secretary/ Compliance Officer/Data Privacy Officer	10/13/2021	Expiration of term

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	
Hermogene H. Real	Director	10/13/2021	10/13/2021	2,000	0	-
Michelle F. Ayangco	Director	10/13/2021	10/13/2021	2,000	0	-
Dale A. Tongco	Risk Management Officer	10/13/2021	10/13/2021	0	0	-

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
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	From	To			Direct	Indirect	
Reuben Carlo O. General	Co-Assistant Corporate Secretary	Corporate Secretary/ Compliance Officer/Data Privacy Officer	10/13/2021	10/13/2021	0	0	-

Other Relevant Information

NONE.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer