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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. JUAN VICTOR S. VALDEZ
Relationship of Reporting Person to Issuer	DIRECTOR

Description of the Disclosure

SEC Form 23B to report that Atty. Juan Victor S. Valdez 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 (Juan Victor S. Valdez)

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

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 VALDEZ, JUAN VICTOR S. (Last) (First) (Middle) 28th Floor Pacific Star Building, Makati Ave. cor. (Street) Sen. Gil Puyat Ave., Makati City (Province) (Postal Code)	2. Issuer Name and Trading Symbol Prime Media Holdings Inc. (PRIM)	5. Statement for Month/Year Oct-21	7. Relationship of Reporting Person to Issuer (Check all applicable) X _____ Director Officer (give title below) _____ 10% Owner (specify below)		
Table 1 - Equity Securities Beneficially Owned					
1. Class of Equity Security COMMON	2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)		3. Amount of Securities Owned at End of Month % Number of Shares	6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)		
		0		Total	
				1	(D)

(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:  **Juan Victor S. Valdez**
(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)						

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: 
Juan Victor S. Valdez
 (Signature of Reporting Person)