

# **PRIME MEDIA HOLDINGS INC.**

*(Formerly 1<sup>st</sup> e-Bank Corporation)*

10Flr. MGO Building, Legazpi corner Dela Rosa Streets, Legazpi Village, Makati City  
Tel. Nos. (632)889-9009 Telefax (632) 888-0811

8 July 2013

## **PHILIPPINE STOCK EXCHANGE**

Disclosure Department  
4/F PSE Center, Exchange Road  
Ortigas Center, Pasig City

Attention: **MS. JANET A. ENCARNACION**  
Head  
Disclosure Department

In compliance with the Revised Disclosure rules of the Exchange, please find attached copy of the SEC Form 17-C for PRIME MEDIA HOLDINGS, INC. (PMHI) relating to matters taken up during the Special Meeting of the Board of Directors held last 3<sup>rd</sup> of July 2013.

Very truly yours,



Vivian S. Liban

Corporate Information Officer

08 July 2012

**PHILIPPINE STOCK EXCHANGE**

Disclosure Department  
3/F PSE Plaza  
Ayala Triangle, Ayala Avenue  
Makati City

**SECURITIES AND EXCHANGE COMMISSION**

Corporation & Finance Department  
S.E.C. Building, EDSA  
Mandaluyong City

Attention : **MS. JANET A. ENCARNACION**  
HEAD  
Disclosure Department

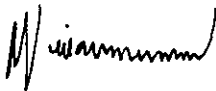
**DIR. JUSTINA F. CALLANGAN**  
Corporation & Finance Department

In compliance with the Revised Disclosure Rules of the Exchange and the Securities Regulation Code, Prime Media Holdings, Inc. submits the attached SEC Form 17-C in connection with the matters approved during the Special Meeting of the Board Directors held last 3<sup>rd</sup> of July, 2013.

Very truly yours,

**PRIME MEDIA HOLDINGS, INC.**

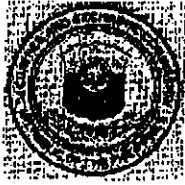
By:



**Monica Isabelle I. Villanueva**  
*Secretary of the Meeting*



107082013002967



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
Tel: (832) 726-0931 to 39 Fax: (832) 725-5293 Email: mls@sec.gov.ph

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### Company Information

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SEC Registration No. 0000022401  
Company Name PRIME MEDIA HOLDINGS INC.  
Industry Classification  
Company Type Stock Corporation

### Document Information

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# COVER SHEET

2 2 4 0 1  
S.E.C. Registration Number

PRIME MEDIA HOLDINGS, INC.  
(formerly FIRST e BANK)

(Company's Full Name)

NO. 3 SAN ANTONIO ST. BO. KAPITOLYO  
PASIG CITY

(Business Address: No. Street City / Town / Province)

VIVIAN S. LIBAN  
Contact Person

889-9009  
Company Telephone Number

1 2 | 3 1  
Month | Day  
Fiscal Year

SEC 17-C  
FORM TYPE

0 5 |  
Month | Day  
Annual Meeting

N/A  
Secondary License Type, if Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

1 9 2 0  
Total No. of Stockholders

Total Amount of Borrowings  
Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

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STAMPS

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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. 08 July 2013  
Date of Report (Date of earliest event reported)
2. SEC Identification Number 22401    3. BIR Tax Identification No. 000-491-007
4. PRIME MEDIA HOLDINGS, INC.  
Exact name of issuer as specified in its charter
5. MANDALUYONG CITY, PHILIPPINES     (SEC Use Only)  
Province, country or other jurisdiction of incorporation    Industry Classification Code:
7. NO. 3 SAN ANTONIO ST., BO. KAPITOLYO, PASIG CITY    1603  
Address of principal office    Postal Code
8. (632) 889-9009  
Issuer's telephone number, including area code
9. N/A  
Former name or former address, if changed since last report
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
<u>COMMON STOCK, P1 par value</u>	<u>387,144,437</u>
<u>PREFERRED STOCK, P1 par value</u>	<u>48,601,490</u>

11. Indicate the item numbers reported herein:

ITEM 4 ELECTION OF DIRECTORS OR OFFICERS

In a special meeting of the Board of Directors held last 03 July 2013, the Board, resolved to appoint Mr. Johnny Yap Aruego, Jr. as the Chairman of the Audit Committee. Bernadeth A. Lim remains to be a member of the said Committee.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PRIME MEDIA HOLDINGS, INC.  
Issuer

08 July 2013  
Date



ATTY. MONICA ISABELLE J. VILLANUEVA  
Corporate Secretary