

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-Q

QUARTERLY REPORT PURSUANT TO SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17(2)(b) THEREUNDER

1. For the quarterly period ended
Mar 31, 2016
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 or organization
MANILA
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
16TH FLOOR CITIBANK TOWER, 8741 PASEO DE ROXAS MAKATI CITY
Postal Code
1227
8. Issuer's telephone number, including area code
831-4479
9. Former name or former address, and former fiscal year, 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 |
|---------------------|---|
| Common shares | 698,930,906 |
| Preferred shares | 48,559,000 |

11. Are any or all of registrant's securities listed on a Stock Exchange?

Yes No

If yes, state the name of such stock exchange and the classes of securities listed therein:
Philippine Stock Exchange
12. Indicate by check mark whether the registrant:

(a) has filed all reports required to be filed by Section 17 of the SRC and SRC Rule 17 thereunder or Sections 11 of the RSA and RSA Rule 11(a)-1 thereunder, and Sections 26 and 141 of the Corporation Code of the Philippines, during the preceding twelve (12) months (or for such shorter period that the registrant was required to file such reports)

Yes No

(b) has been subject to such filing requirements for the past ninety (90) days

Yes No

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 17-2 - Quarterly Report References: SRC Rule 17 and Sections 17.2 and 17.8 of the Revised Disclosure Rules

| | |
|--|--------------|
| For the period ended | Mar 31, 2016 |
| Currency (indicate units, if applicable) | PHP |

Balance Sheet

| | Period Ended | | Fiscal Year Ended (Audited) | |
|--------------------------------------|----------------|----------------|-----------------------------|----------------|
| | Mar 31, 2016 | Dec 31, 2015 | Mar 31, 2016 | Dec 31, 2015 |
| Current Assets | 70,620,724 | 78,439,864 | 70,620,724 | 78,439,864 |
| Total Assets | 108,960,794 | 116,784,224 | 108,960,794 | 116,784,224 |
| Current Liabilities | 195,347,813 | 195,989,085 | 195,347,813 | 195,989,085 |
| Total Liabilities | 195,347,813 | 195,989,085 | 195,347,813 | 195,989,085 |
| Retained Earnings/(Deficit) | -2,916,023,764 | -2,908,841,606 | -2,916,023,764 | -2,908,841,606 |
| Stockholders' Equity | -86,387,019 | -79,204,861 | -86,387,019 | -79,204,861 |
| Stockholders' Equity - Parent | - | - | - | - |
| Book Value per Share | 0.12 | -0.11 | 0.12 | -0.11 |

Income Statement

| | Current Year (3 Months) | Previous Year (3 Months) | Current Year-To-Date | Previous Year-To-Date |
|---|----------------------------|-----------------------------|----------------------|-----------------------|
| Operating Revenue | 0 | 0 | 0 | 0 |
| Other Revenue | 31,438 | 445,571 | 31,438 | 445,571 |
| Gross Revenue | 31,438 | 445,571 | 31,438 | 445,571 |
| Operating Expense | 7,213,596 | 1,214,548 | 7,213,596 | 1,214,548 |
| Other Expense | 0 | 0 | 0 | 0 |
| Gross Expense | 7,213,596 | 1,214,548 | 7,213,596 | 1,214,548 |
| Net Income/(Loss) Before Tax | -7,182,157 | -768,977 | -7,182,157 | -768,977 |
| Income Tax Expense | 0 | 0 | 0 | 0 |
| Net Income/(Loss) After Tax | -7,182,157 | -768,977 | -7,182,157 | -768,977 |
| Net Income Attributable to Parent Equity Holder | -7,182,157 | -768,977 | -7,182,157 | -768,977 |
| Earnings/(Loss) Per Share (Basic) | -0.01 | -0 | -0.01 | -0 |
| Earnings/(Loss) Per Share (Diluted) | -0.01 | -0 | -0.01 | -0 |

| |
|-----------------------------------|
| Other Relevant Information |
|-----------------------------------|

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|-------|
| None. |
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|----------------------------|-------------------------------|
| Filed on behalf by: | |
| Name | Diane Madelyn Ching |
| Designation | Assistant Corporate Secretary |