

**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	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	,							

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

**ROLANDO S. SANTOS**

**831-4479**

Contact Person

Company Telephone Number

1 2 3 1

SEC FORM 23-B (METRO TAGAYTAY LAND COMPANY, INC.)

0 5

Month Day Fiscal Year

FORM TYPE

Month Day Annual Meeting

N/A

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

nil Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number  
 Document I.D.

LCU

Cashier

STAMPS

SECURITIES AND EXCHANGE COMMISSION  
Metro Manila, Philippines

**FORM 23-B**

**REVISED**

**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

<b>1. Name and Address of Reporting Person</b> <b>METRO TAGAYTAY LAND COMPANY, INC.</b>			<b>2. Issuer Name and Trading Symbol</b> <b>Prime Media Holdings, Inc.</b>			<b>7. Relationship of Reporting Person to Issuer</b> (Check all applicable)		
(Last)	(First)	(Middle)	<b>3. Tax Identification Number</b> 004-597-765		<b>5. Statement for Month/Year</b> Aug-16		<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
2/F Centermall Bldg., BF Homes, (Street)			<b>4. Citizenship</b> Filipino		<b>6. If Amendment, Date of Original (Month/Year)</b>		<input type="checkbox"/> Officer	<input checked="" type="checkbox"/> Other
Sucat, Parañaque City (City) (Province) (Postal Code)			Stockholder					

Table 1 - Equity Securities Beneficially Owned

1. Class of Equity Security	2. Transaction (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)			3. Amount of Securities Owned at End of Month		4. Ownership Form:	6. Nature of Indirect Beneficial
		Amount	(A) or (D)	Price	%	Number of Shares		
Common	5/31/2016	218,099,360	D	₱0.2616	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.**

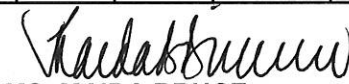
- Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.
- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
    - (A) Voting power which includes the power to vote, or 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.

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)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

Note: File three (3) copies of this form, one of which must be manually signed.  
Attach additional sheets if space provided is insufficient.



**MS. MAIDA BRUCE**

Authorized Representative  
Signature of Reporting Person

24 August 2016

Date