

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)

| | | | | | | | | | | | | | | | | | | | | | | |
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| 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)

ROLANDO S. SANTOS

831-4479

Contact Person

Company Telephone Number

1 2 3 1

SEC FORM 23-B (NEO ORACLE HOLDINGS, 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 Amount of Borrowings

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

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

| | | | | | |
|--|--|---|--|--|--|
| 1. Name and Address of Reporting Person <p align="center">NEO ORACLE HOLDINGS, INC.</p> (Last) (First) (Middle) Unit 9-2, 9/F Net One Center, 26th cor. (Street) 3rd Avenue, Bonifacio Global City (City) (Province) (Postal Code) | | 2. Issuer Name and Trading Symbol <p align="center">Prime Media Holdings, Inc.</p> 3. Tax Identification Number 000-130-700 5. Statement for Month/Year Aug-16 6. If Amendment, Date of Original (Month/Year) | | 7. Relationship of Reporting Person to Issuer (Check all applicable) _____ Director _____ Officer _____ (give title below) _____ 10% Owner _____ X _____ Other _____ (specify below) _____ 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 | 93,685,410 | D | ₱0.7957 | 0.00% | 0 | | |
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(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 | | | | |
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Explanation of Responses:



MS. MAIDA BRUCE

Authorized Representative
Signature of Reporting Person

24 August 2016

Date

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