

# 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. Date of Report (Date of earliest event reported)  
Dec 5, 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  
Manila, Philippines
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, if changed since last report  
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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	700,298,616
Preferred	14,366,260

11. Indicate the item numbers reported herein  
9

*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 4-30 - Material Information/Transactions**  
**References: SRC Rule 17 (SEC Form 17-C) and**  
**Sections 4.1 and 4.4 of the Revised Disclosure Rules**

**Subject of the Disclosure**

Applications for the conversion of preferred shares into common shares

**Background/Description of the Disclosure**

Dear Shareholders of Preferred Shares:

We write to inform you that Prime Media Holdings, Inc. has been continuously accepting applications for the conversion of preferred shares into common shares at the ratio of 25 preferred shares is to 1 common shares. Should you wish to convert your preferred shares, kindly fill the attached form and submit the same to Ms. Yolanda D. Torres of Securities Transfer and Services Inc., G/F Benpres Building, Exchange Road cor. Meralco Ave., Ortigas Center, Pasig City.

Should you have any questions, please do not hesitate to contact Ms. Yolanda D. Torres at 490-0060 loc. 109 or the undersigned at 831-4479.

Very truly yours,

Diane Madelyn C. Ching  
 Asst. Corporate Secretary

**Other Relevant Information**

Attached is the form for conversion of preferred shares.

**Filed on behalf by:**

<b>Name</b>	Joanna Manzano
<b>Designation</b>	Junior Compliance Officer