

**COVER SHEET**

2	2	4	0	1					
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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	,						
M	a	k	a	t	i		C	i	t	y															

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

<b>ROLANDO S. SANTOS</b>
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Contact Person

<b>831-4479</b>
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Company Telephone Number

1	2		3	1	
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Month      Day  
Fiscal Year

<b>SEC 23-B</b> <b>(Rolando S. Santos)</b>
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FORM TYPE

0	5		
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Month      Day  
Annual Meeting

N/A
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Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles Number/Section

Total Amount of Borrowings

	<b>nil</b>	
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Total No. of Stockholders      Domestic      Foreign

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To be accomplished by SEC Personnel concerned

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File Number      LCU

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Document I.D.      Cashier

STAMPS
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