

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)
Aug 22, 2017
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
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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 4-8 - Change in Directors and/or Officers (Resignation/Removal or Appointment/Election) *References: SRC Rule 17 (SEC Form 17-C) and Section 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

Change in Directors and/or Officers (Resignation/Removal or Appointment/Election)

Background/Description of the Disclosure

We advise that during the meeting of the Board of Directors of Prime Media Holdings, Inc. ("PRIM") on 22 August 2017, the Board accepted the resignation of Atty. Monica Villanueva as Director and Corporate Secretary and appointed Mr. Rolando S. Santos as Director to replace her. Further, Atty. Diane Madelyn Ching shall be assuming the position of Corporate Secretary and Atty. Christopher Salvador as Asst. Corporate Secretary.

Resignation/Removal or Replacement

Name of Person	Position/Designation	Effective Date of Resignation/Cessation of term (mmm/dd/yyyy)	Reason(s) for Resignation/Cessation
Atty. Monica Villanueva	Director and Corporate Secretary	08/22/2017	Personal

Election or Appointment

Name of Person	Position/Designation	Date of Appointment/Election (mmm/dd/yyyy)	Effective Date of Appointment Election (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
				Direct	Indirect	
Rolando S. Santos	Director	08/22/2017	08/22/2017	1,000	0	-
Atty. Diane Madelyn Ching	Corporate Secretary	08/22/2017	08/22/2017	1,000	0	-
Atty. Christopher Salvador	Asst. Corporate Secretary	08/22/2017	08/22/2017	0	0	0

Promotion or Change in Designation

Name of Person	Position/Designation		Date of Approval (mmm/dd/yyyy)	Effective Date of Change (mmm/dd/yyyy)	Shareholdings in the Listed Company		Nature of Indirect Ownership
	From	To			Direct	Indirect	
-	-	-	-	-	-	-	-

Other Relevant Information

None.

Filed on behalf by:

Name	Joanna Manzano
Designation	Junior Compliance Officer