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Prime Media Holdings, Inc. PRIM

**PSE Disclosure Form 17-7 - Statement of Changes in Beneficial
Ownership of Securities**
*References: SRC Rule 23 and
Section 17.5 of the Revised Disclosure Rules*

| | |
|---|--------------------------|
| Name of Reporting Person | ISIDRO C. ALCANTARA, JR. |
| Relationship of Reporting Person to Issuer | 14% OWNER |

| |
|--------------------------------------|
| Description of the Disclosure |
| SEC FORM 23-B |

Filed on behalf by:

| | |
|--------------------|---------------------------|
| Name | Joanna Manzano |
| Designation | Junior Compliance Officer |

COVER SHEET

| | | | | | | | | | |
|---|---|---|---|---|--|--|--|--|--|
| 2 | 2 | 4 | 0 | 1 | | | | | |
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S.E.C. Registration Number

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(Company's Full Name)

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

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|--------------------------|--|--|--|--|--|--|--|--|--|
| ROLANDO S. SANTOS | | | | | | | | | |
|--------------------------|--|--|--|--|--|--|--|--|--|

Contact Person

| | | | | |
|-----------------|--|--|--|--|
| 831-4479 | | | | |
|-----------------|--|--|--|--|

Company Telephone Number

| | | | | | | | |
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| 1 | 2 | | | 3 | 1 | | |
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Month Day
Fiscal Year

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| FORM 23-B (ISIDRO C. ALCANTARA) |
|--|

FORM TYPE

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|---|---|--|--|
| 0 | 5 | | |
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Month Day
Annual Meeting

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| 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

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|--|--|--|
| | | |
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Total No. of Stockholders

| |
|-----|
| nil |
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Domestic

| | | |
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Foreign

To be accomplished by SEC Personnel concerned

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File Number

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Document I.D.

Cashier

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FORM 23-B

SECURITIES AND EXCHANGE COMMISSION
Metro Manila, Philippines

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

| | | | | | |
|---|---|--|--|--|--|
| <p>1. Name and Address of Reporting Person ISIDRO C. ALCANTARA, JR. (Last) (First) (Middle) No. 6 Ozamis St., Alabang Hills Village (Street) Muntinlupa City (City) (Province) (Postal Code)</p> | <p>2. Issuer Name and Trading Symbol Prime Media Holdings, Inc.</p> <p>3. Tax Identification Number 123-371-185</p> <p>4. Citizenship Filipino</p> | <p>5. Statement for Month/Year March-18</p> <p>6. If Amendment, Date of Original (Month/Year)</p> | <p>7. Relationship of Reporting Person to Issuer (Check all applicable) Director _____ Officer _____ Other (specify below) _____ X _____ _____ (specify below)</p> | | |
| <p>Table 1 - Equity Securities Beneficially Owned</p> | | | | | |
| 1. Class of Equity Security | 2. Transaction Date (Month/Day/Year) | 4. Securities Acquired (A) or Disposed of (D) | 3. Amount of Securities Owned at End of Month | Ownership Form: Direct (U) or Indirect (I) * | 6. Nature of Indirect Beneficial Ownership |
| | | | | Amount (A) or (D) | |
| Common | 3/9/2018 | 97,178,901 (D) | | 1.58 | |
| | | | | | |
| | | | | | |
| | | | | | |
| Total | | 97,178,901 | 0.00% | 0 | |

(Print or Type Responses)

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.

Isidro C. Alcantara, Jr.
By: Isidro C. Alcantara, Jr.
 (signature of Reporting Person)

Is

FORM 23-B (continued)

**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 | | | | |
| None | | | | | | | | | | | | |
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Explanation of Responses:

Isidro C. Alcantara, Jr.
Isidro C. Alcantara, Jr.
(Signature of Reporting Person)

14 MAR 2019
Date

Is