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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*

<b>Name of Reporting Person</b>	ROLANDO S. SANTOS
<b>Relationship of Reporting Person to Issuer</b>	DIRECTOR/ TREASURER

**Description of the Disclosure**

Amended to change the relationship of reporting person to issuer.

**Filed on behalf by:**

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

COVER SHEET

2 2 4 0 1

S.E.C. Registration Number

PRIME MEDIA HOLDINGS, INC.  
(formerly First Bank Corp.)

(Company's Full Name)

16th Floor Citibank Tower,  
8741 Paseo de Roxas,  
Makati City

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

ROLANDO S. SANTOS

Contact Person

831-4479

Company Telephone Number

1 2 3 1  
Month Day  
Fiscal Year

Amended SEC 23-B (Mr. Rolando S. Santos)  
FORM TYPE

0 5  
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

nil

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

Check box if no longer subject to filing requirement

REVISED

**SECURITIES AND EXCHANGE COMMISSION**  
 Metro Manila, Philippines

**AMENDED STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 23 of the Securities Regulation Code

<b>1. Name and Address of Reporting Person</b> <b>SANTOS, ROLANDO S.</b> (Last) (First) (Middle)  <b>#2 James St., Filinvest Homes, Marcos</b> (Street) (Province) (City) (Postal Code) Highway, Antipolo City	<b>2. Issuer Name and Trading Symbol</b> PRIME MEDIA HOLDINGS, INC.	<b>5. Statement for Month/Year</b> Jan-17  <b>6. If Amendment, Date of Original (Month/Year)</b>	<b>7. Relationship of Reporting Person to Issuer</b> (Check all applicable)  Director _____ 10% Owner _____ Officer <input checked="" type="checkbox"/> Other (specify below) _____  _____ TREASURER
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**Table 1 - Equity Securities Beneficially Owned**

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		6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	%	Number of Shares	
Common	1/6/2017	1,000	(A)			
Total		1,000		0.00%	1,000 (D)	

(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.


By:  **Rolando S. Santos**  
 (Signature of Reporting Person)

**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)		Title	Amount or Number of Shares				
None											

Explanation of Responses:

  
**Rolando S. Santos**  
*Treasurer*  
 (Signature of Reporting Person)

24 August 2017  
 Date