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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>	MAIRETE ASSET HOLDINGS INC.
<b>Relationship of Reporting Person to Issuer</b>	STOCKHOLDER

<b>Description of the Disclosure</b>
SEC FORM 23-B

**Filed on behalf by:**

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

**COVER SHEET**

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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>FORM 23-B</b> <b>(MAIRETE ASSET</b> <b>HOLDINGS,INC.)</b> FORM TYPE
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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

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Total No. of Stockholders

nil
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Domestic

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Foreign

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To be accomplished by SEC Personnel concerned

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File Number

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Document I.D.

\_\_\_\_\_ LCU

\_\_\_\_\_ Cashier

STAMPS
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**FORM 23-B**

Check box if no longer subject to filing requirement

**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

1. Name and Address of Reporting Person <b>MAIRETE ASSET HOLDINGS INC.</b> (Last) (First) (Middle) <b>16/F, CITIBANK CENTER,</b> (Street) <b>8741 PASEO DE ROXAS, MAKATI CITY</b> (City) (Province) (Postal Code)	2. Issuer Name and Trading Symbol <b>Prime Media Holdings, Inc. (PRIM)</b>	7. Relationship of Reporting Person to Issuer (Check all applicable) Director _____ Officer _____ 10% Owner <input checked="" type="checkbox"/> Other (specify below) _____
3. Tax Identification Number <b>009-681-347</b>	5. Statement for Month/Year <b>March-18</b>	
4. Citizenship <b>Filipino</b>	6. If Amendment, Date of Original (Month/Year)	

**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)		Price	3. Amount of Securities Owned at End of Month		6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)		%	Number of Shares	
Common	3/12/2018	15,000,000	(D)	1.40			
		5,000,000	(D)	1.43			
<b>Total</b>		<b>20,000,000</b>			<b>11.02%</b>	<b>77,178,901</b>	

(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)

