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## Prime Media Holdings, Inc. PRIM

**PSE Disclosure Form 17-6 - Initial Statement of 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>Date of Event Requiring Statement</b>	Jan 6, 2017
<b>Relationship of Reporting Person to Issuer</b>	Director & Treasurer

<b>Description of the Disclosure</b>
SEC Form 23A

**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

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(Company's Full Name)

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

<b>Mr. Rolando S. Santos</b>
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Contact Person

<b>(02)831-4479</b>
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Company Telephone Number

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Month Day

Calendar Year

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Month Day

Annual Meeting

FORM TYPE

**SEC Form 23A**

**ROLANDO S. SANTOS**

Secondary License Type, if Applicable

Corporate Finance Department
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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total No. Stockholders

Total Amount of Borrowings

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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.

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Cashier

STAMPS
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Remarks = pls. Use black ink for scanning purposes

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person <b>Santos Rolando S.</b> (Last) (First) (Middle)		2. Date of Event Requiring Statement (Month/Day/Year) <b>1/6/2017</b>		5. Issuer Name and Trading Symbol <b>Prime Media Holdings, Inc. "PRIM"</b>	
2. James Fillinvest Mayamot (Street) <b>Antipolo City</b>		3. Tax Identification Number <b>127-551-054</b>		6. Relationship of Reporting Person to Issuer (Check all applicable) X Director X Officer ____ 10% Owner ____ Other (give title below) (specify below) ____ Treasurer	
4. Citizenship <b>Filipino</b>		7. If Amendment, Date of Original (Month/Day/Year)			
City (Province) (Postal Code)					

1. Class of Equity Security	2. Amount of Securities Beneficially Owned		3. Ownership Form: Direct (D) or Indirect (I) *	4. Nature of Indirect Beneficial Ownership
	%	Number		
COMMON		1,000	D	Qualifying Shares

**If the reporting person previously owned 5% or more but less than 10%, provide the disclosure requirements set forth on page 3 of this Form.**

Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.  
(Print or Type Responses)  
\* (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 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 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.

1. Derivative Security	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Equity Securities Underlying the Derivative Security		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security (Direct (D) or Indirect (I) * )	6. Nature of Indirect Beneficial Ownership
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
none							

Explanation of Responses:

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of MAKATI on 8/22, 2017.

By: Rolando S. Santos/Director & Treasurer

(Name/Title)

By:

*(Handwritten Signature)*  
(Signature)

(Name/Title)