



2020 SUSTAINABILITY REPORT




PRIME MEDIA
Holdings, Inc.



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With an economy that has yet to see some light amid the global pandemic, Prime Media Holdings Inc. is in the process of assessing its strategic investment options and business model.

CONTEXTUAL INFORMATION

Name of the Organization	Prime Media Holdings, Inc. (PMHI or the "Company")
Principal Office	16th Floor BDO Towers (formerly Citibank Center), 8741 Paseo de Roxas, Makati City
Business Model	Holding company listed in the Philippine Stock Exchange (PSE)
Activity	Engaged in the purchase, exchange, assignment, and holding of shares or equity in the media industry
Reporting Period	January 1 to December 31, 2020



COMPANY HISTORY AND BUSINESS CONTEXT

PMHI was originally incorporated as the Private Development Corporation of the Philippines (PDCP) in 1963. In 2000, the Company changed its name to First e-Bank Corporation and later on in 2003, the Company adopted its current name. The Company's Board of Directors approved an amendment to its Articles of Incorporation in 2002 changing its primary purpose to a holding company with investments in the media industry.

With an economy that has yet to see some light amid the global pandemic, PMHI is in the process of assessing whether it will continue to pursue its approved purpose of strategically entering the media industry or adopt another business model altogether.

In 2010, in view of its minimal operations and the company's plans to reorganize and to further assess its business model, PMHI gradually retired all its employees and outsourced its administration and operations to consultants and service providers

While PMHI is currently non-operational, it seeks to align its transition process with the UN Sustainable Development Goal on Economic Growth. This report was prepared in accordance with Principle 10 of the Code of Corporate Governance for Publicly Listed Companies (PLCs) stating that companies should ensure that material and reportable non-financial and sustainability issues are disclosed. This signifies of the Company's commitment to good corporate governance and demonstrates that PMHI's reporting process is in place, not only on the financial aspect but on sustainability as well. PMHI full affirms that its economic growth should also be based on sustainable grounds.

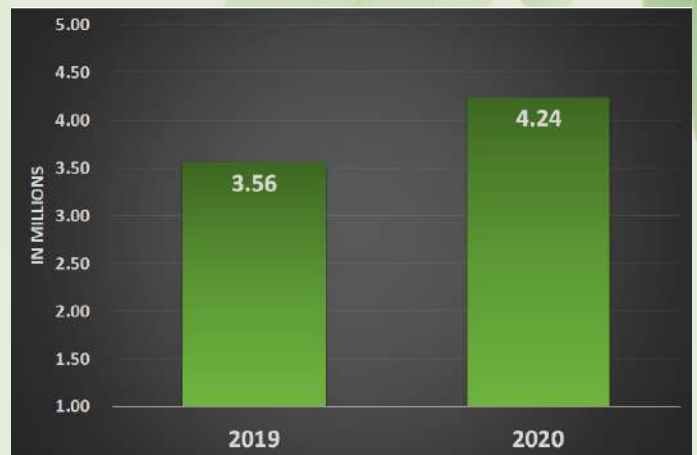
REINVENTION TOWARDS A SUSTAINABLE BUSINESS MODEL

Despite the economic challenges brought about by the Corona Virus 2019 (COVID-19) global pandemic, PMHI is moving forward towards adopting a sustainable business model, not just for its shareholders but for society as a whole.

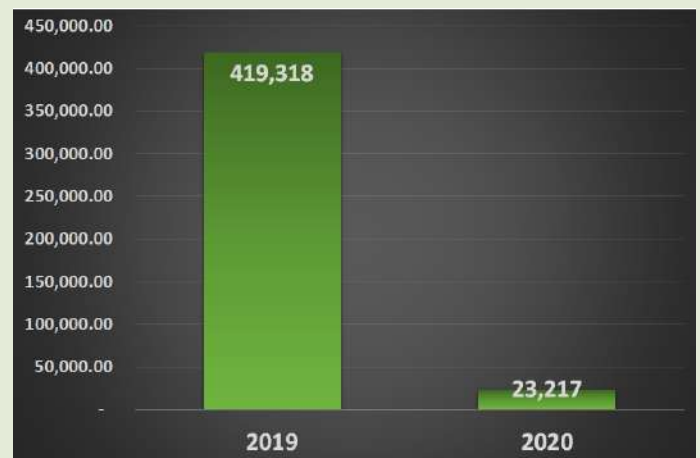
It supports the sustainable goal for economic growth as the Company is engaged in significant exploratory talks with interested parties in order to relaunch its activities as a going concern. Once it is formalized, the Company should be able to provide a direct contribution through its business activities, asset allocation, and investment decisions.

PMHI fully promotes Good Corporate Governance as it moves towards its revitalization and reinventions plans.

In 2020, PMHI generated direct economic value of Php 4.24 Million and remitted taxes to the Philippine government in the amount of Php 23,217.00.



ECONOMIC VALUES GENERATED



TAX REMITTANCE

The figures may not be deemed substantial from a business standpoint, but it is an indication of PMHI's commitment to the Philippine government and the local economy.

CORPORATE GOVERNANCE CONFIRMATION STATEMENT

As a publicly-listed corporation, PMHI seeks to ensure continuous adherence to corporate governance rules, regulations, and requirements imposed by the Philippine Securities and Exchange Commission (SEC) and the PSE.

TRANSPARENCY

Likewise, PMHI continues to practice transparency and accountability to the public and its institutional stakeholders.

PMHI holds regular stockholders' meetings to keep its stockholders informed of the current condition and future standing of the Company. The Company's audited financial performance was presented to its shareholders during the virtual annual stockholders' meeting held on 30 October 2020. The meeting via remote communication format aims to further safeguard everyone's safety and health due to the on-going threat of the COVID-19 pandemic.

Company information is also freely accessible via the Company website, which also includes its current Annual Report and Sustainability Reports.





DATA SECURITY

Data security is a vital material topic relative to the Company's plans to lay the groundwork to revitalize its operations in the future. PMHI has a duly appointed Data Privacy Officer to ensure strict implementation of confidentiality measures that comply with Philippine data privacy laws.

In summary, PMHI demonstrates good corporate governance as it focuses on pursuing strategic investments for its future growth and reversion to a going concern status.


MATERIALITY ASSESSMENT AND SUSTAINABILITY REPORTING PROCESS

The report was prepared in accordance with the Sustainability Reporting Guidelines for Publicly Listed companies of the Philippines, released by the Securities and Exchange Commission.

PMHI expects to further develop its materiality assessment and sustainability reporting process once it completes its corporate reorganization, determines the optimal business model, and resumes operations.

In 2019, the Company, for its first Sustainability Report, engaged the services of Atty. Teodoro Kalaw IV, who is certified both as a sustainability trainer by the Global Reporting Initiative and a sustainability report assurer by the Institute of Certified Sustainable Practitioners. Atty. Kalaw facilitated an extensive sustainability orientation and materiality assessment workshop for key officers and staff of the Firm. The same key officers and staff are tasked to provide continuity in preparing Y2020 Sustainability Report.

In light of PMHI's dormancy, it was determined that most of the prospective material topics in the economic, environmental, and social domains described in SEC Memorandum Circular No. 4 s. of 2019 are presently not relevant to our stakeholders.



As it moves toward restarting its business operations, PMHI expects to be able to specifically demonstrate its contributions to the Sustainable Development Goals promoted by the United Nations. The transition would support sustainable economic growth and increase employment opportunities.

For Y2020, results of the materiality assessment are substantially the similar to the previous year as the Company remains in the process of determining the optimal business model to embark on.

Ultimately, the real benefit of this initial process is in preparing the Company for robust sustainable operations and reporting in future fiscal years. Thus, providing a foundation for more accountability and transparency in its future disclosures and other reporting processes.

INDEX OF MATERIAL TOPICS

Pursuant to Annexes A (Reporting Template) and B (Topic Guide) of the SEC Memorandum Circular No. 4 (Sustainability Reporting Guidelines for Publicly-listed Companies), the following are the topics PMHI has identified as material for the reporting period and which were addressed in this report:

TOPIC	PAGE NUMBER IN ANNEX A OF THE SEC GUIDELINES	PAGE NUMBER IN THIS REPORT
Economic Performance	19	3
Data Privacy and Security Protection	41	5