

The PSE makes no representation on the accuracy, validity, correctness and completeness of the information stated in the respective PORs of listed companies. The PSE shall use the information contained in the POR submitted by the company in computing a company's weight in the index and this may be updated or adjusted consistent with the policy of the Exchange in managing the PSEi and sector indices.

Prime Media Holdings, Inc. PRIM

PSE Disclosure Form POR-1 - Public Ownership Report Reference: Amended Rule on Minimum Public Ownership

Report Type

- Monthly
 Quarterly
 Others

| | |
|--------------------|--------------|
| Report Date | Sep 30, 2024 |
|--------------------|--------------|

Computation of Public Ownership

| | |
|---|-------------|
| Number of Issued Common Shares | 850,298,616 |
| Less: Number of Treasury Common Shares, if any | 0 |
| Number of Outstanding Common Shares | 850,298,616 |

Less :

A. Directors

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|-----------------------|--------|----------|--------------------------------|-------------------------------|
| Manolito A. Manalo | 1 | 0 | 1 | 0 |
| Bernadeth A. Lim | 1 | 0 | 1 | 0 |
| Michelle F. Ayangco | 2,000 | 0 | 2,000 | 0 |
| Johnny Y. Aruego, Jr. | 1 | 0 | 1 | 0 |

| | | | | |
|------------------------|-------|---|-------|---|
| Francisco L. Layug III | 1 | 0 | 1 | 0 |
| Hermogene H. Real | 2,000 | 0 | 2,000 | 0 |
| Rolando S. Santos | 1,000 | 0 | 1,000 | 0 |
| | 5,004 | 0 | 5,004 | 0 |

B. Officers

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------------------------|--------|----------|--------------------------------|-------------------------------|
| Diane Madelyn C. Ching | 1,000 | 0 | 1,000 | 0 |
| Dale A. Tongco | 0 | 0 | 0 | 0 |
| | 1,000 | 0 | 1,000 | 0 |

C. Principal/Substantial Stockholders

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|--|-------------|-------------|--------------------------------|-------------------------------|
| RYM Business Management Corp. | 0 | 363,555,085 | 363,555,085 | 42.76 |
| Mairete Asset Holdings, Inc. | 0 | 77,178,901 | 77,178,901 | 9.08 |
| Armstrong Capital Holdings Corp. | 100,097,000 | 0 | 100,097,000 | 11.77 |
| Valiant Consolidated Resources Inc. (formerly Angel Maple Properties Inc.) | 125,000,000 | 0 | 125,000,000 | 14.7 |
| | 225,097,000 | 440,733,986 | 665,830,986 | 78.31 |

D. Affiliates

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

E. Government

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

F. Banks

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

G. Employees

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

H. Lock-Up Shares

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

I. Others

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

| | |
|---------------------------------------|-------------|
| Number of Listed Common Shares | 663,713,458 |
|---------------------------------------|-------------|

| | |
|---|-------------|
| Total Number of Non-Public Shares | 665,836,990 |
| Total Number of Shares Owned by the Public | 184,461,626 |
| Public Ownership Percentage | 21.69 |

Other Relevant Information

NONE

Filed on behalf by:

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