



PRIME MEDIA HOLDINGS INC.

2024 SUSTAINABILITY REPORT

PROMOTING SUSTAINABLE ECONOMIC GROWTH

Sustainability promotes long-term economic growth as it minimizes negative environmental and social impacts. The practice of publicly reporting significant sustainability-related issues, enables organizations to measure and understand performance as leaders manage existing change and set development goals.

Prime Media Holdings Inc. (PMHI) supports the sustainable development goals that seek to promote inclusive and sustainable economic growth as well as the goal that supports infrastructure and innovation.

◆ BACKGROUND

PMHI was incorporated and registered with the Philippine Securities and Exchange Commission (SEC) on February 6, 1963, as a Private Development Corporation of the Philippines. In October 2003, the SEC approved the change in primary purpose from a development bank to a holding company. On March 4, 2013, the SEC approved the extension of its corporate life for another 50 years. Under the Revised Corporation Code of the Philippines, effective February 23, 2019, it was accorded perpetual existence. On July 9, 1964, the Philippine Stock Exchange, Inc. (PSE) approved the public listing of the company's shares of stock. As of December 31, 2024, and 2023, there are 813,713,458 common shares and 663,713.458 common shares, respectively

In 2002, the company transferred its assets and liabilities to Banco de Oro Unibank, Inc. (BDO) and Philippine Deposit Insurance Corporation (PDIC) under a Memorandum of Agreement (MOA). It is still in the process of transferring titles of real estate properties that are still in its possession. The company is a subsidiary of RYM Business Management Corp. (RYM or the Parent Company), a holding company registered and domiciled in the Philippines.

MOA WITH PCMC

In 2021, PMHI signed MOA, with the mass media entity, Philippine Collective Media Corporation (“PCMC Shareholders”), subscribing to 70% of the company’s outstanding capital stock in exchange for PCMC shares to obtain the business, assets, and ownership of PCMC. With PCMC’s national franchise, the company may use this as leverage to provide other content providers an avenue to broadcast their content, regionally and nationwide, for profit.

On August 15, 2022, and September 23, 2022, the BOD and stockholders, respectively, approved to amend the PCMC MOA to take into account the subsequent acquisition of PCMC by Golden Peregrine Holdings, Inc. (GPHI) which is also 100% owned by the PCMC Shareholders.

MEDIA SERBISYO PRODUCTION CORPORATION

On May 23, 2023, the Board of Directors approved the joint venture agreement with ABS-CBN. Media Serbisyo Production Corporation was officially formed to develop, produce, and finance content, programs, and shows for distribution by other broadcast networks, channels, or platforms, locally and internationally.

On June 30, 2023, Media Serbisyo Production Corp launched DWPM Radyo 630 and Teleradyo Serbisyo, which airs on YouTube, ABS-CBN International’s The Filipino Channel and iWant TFC streaming service.

PRIME TV

On May 24, 2024, PMHI thru PCMC launched Prime TV on BEAM TV digital terrestrial UHF channel 31. The free-to-air digital television channel features the programming of TeleRadyo Serbisyo and a simulcast of ABS-CBN’s “TV Patrol”. On October 28, 2024, it was rebranded to PRTV Prime Media.

ECONOMIC GROWTH, INNOVATION & INFRASTRUCTURE

The joint venture with ABS-CBN and the MOA with Philippine Collective Media Corporation (PCMC) support PMHI's commitment to UNSDG Goal # 8 on Economic Growth a key component of sustainable development because it leads to better opportunities and economic security. The joint venture also supports UNSDG Goal # 9 which seeks to build infrastructure and innovation. Growth is dependent on investments in infrastructure, sustainable industrial development, and technological progress.

8 DECENT WORK AND ECONOMIC GROWTH



ECONOMIC VALUE

Revitalization continues with current the business model following the functional outsourcing approach. The company retired all employees in 2010 and since then specific functions like accounting and IT development have been done by consultants and external providers, allowing the company to focus on its core competencies.

In 2024, PMHI generated an economic value of Php9,978,087 in revenue, and a direct distributed value of Php9,998,473. This includes the operating cost of Php8,248,976 and government taxes of Php1,749,497.

The figures may not be deemed substantial from a business standpoint, but they strengthen PMHI's contribution to the Philippine government and the local economy.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



CORPORATE GOVERNANCE

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. 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 October 30, 2024. Company information is also freely accessible via the Company website, which also includes its current Annual Report and Sustainability Reports.

COMMUNITY ENGAGEMENT

The radio and television programs reflect the company's commitment to creating a positive impact in the community. Awareness of current events through news programs promotes understanding and encourages institutions and the public to be part of the potential solution that can directly benefit the elderly, people with disabilities, indigent, and other vulnerable groups.

GOOD HEALTH, WELL-BEING, AND A PEACEFUL SOCIETY

3 GOOD HEALTH AND WELL-BEING

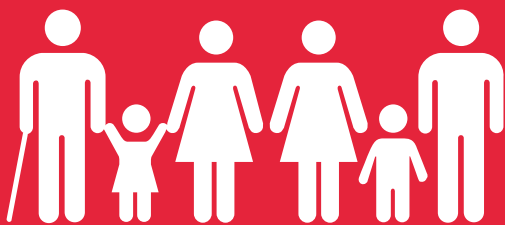


Media Serbisyo Production Corp, the joint venture between PMHI and ABS-CBN launched DWPM Radyo 630 and Teleradyo Serbisyo in 2023. It airs on YouTube, ABS-CBN International's The Filipino Channel, and iWant TFC streaming service. The following year PMHI through PCMC officially inaugurated Prime TV on BEAM TV digital terrestrial UHF channel 31.

Both radio and television air programs address issues that concern vulnerable groups. Legal matters are tackled in "Hello Attorney," while health issues are discussed in "Klinika 630" and "Iwas Sakit, Iwas Gastos". Regular news programs like "TeleRadyo Balita," "Kabayan," "Headline Balita," "Arangkada Ngayon" and many others, keep the public informed about current events and provide a platform for different perspectives.

By creating awareness on legal, health, and other relevant issues the public is encouraged to take action, foster positive association, and influence behavioral change which is essential to development.

1 NO POVERTY



POVERTY ALLEVIATION

DWPM Radyo 630 and Teleradyo Serbisyo air programs directly extend assistance to those in need. Listeners of “Tatak Serbisyo” can call the hotline to share their health situations and donors can respond by directly sending financial donations via their mobile wallet app.

The show also assists patients who wish to seek assistance from the Department of Health (DOH) and the Department of Social Welfare and Development (DSWD).



DATA SECURITY

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

MATERIAL TOPIC INDEX

As required by Annexes A (reporting template) and B (topic guide) of SEC Memorandum Circular No. 4 Sustainability Reporting Guidelines for Publicly-listed Companies, the topics identified as material for the reporting period are as follows:

MATERIAL TOPIC	PAGE # IN SEC MEMORANDUM	PAGE # IN 2024 SUSTAINABILITY REPORT
ECONOMIC VALUE	19	5
COMMUNITY ENGAGEMENT	39	6
DATA SECURITY	41	9



PRIME MEDIA
Holdings, Inc.