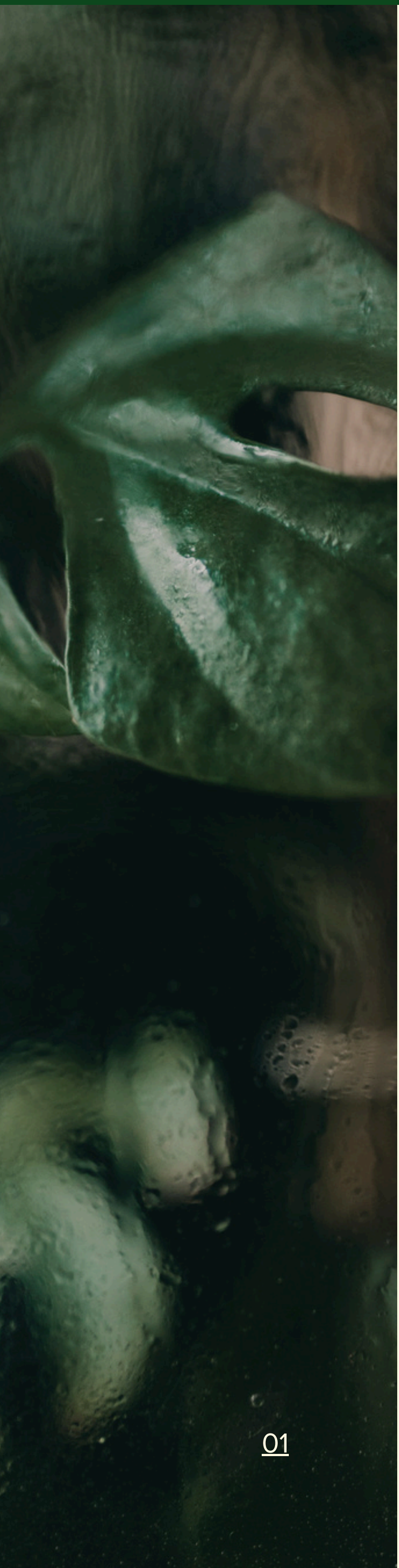
Sustainability Report 2025

PRIME MEDIA Holdings, Inc.

Table of Contents

Media plays a significant role in sustainable development as it shapes public opinion, raises awareness, and directly influences individuals and collective behavior.



In 2018, the United Nations (UN) launched the SDG Media Compact, an initiative to strengthen the global reach of the Sustainable Development Goals (SDGs). The SDG Media Compact began with 31 founding media and entertainment companies and has grown into a powerful alliance of almost 400 members around the world, spanning 160 countries.

The SDG Media Compact seeks to inspire news and entertainment organizations to leverage their resources and talent to amplify and accelerate progress towards achieving the goals. Building awareness facilitates education and provides a platform for marginalized voices through diverse, community-oriented content. The media also fosters global collaboration, combats misinformation, and bridges gaps between policy and action.

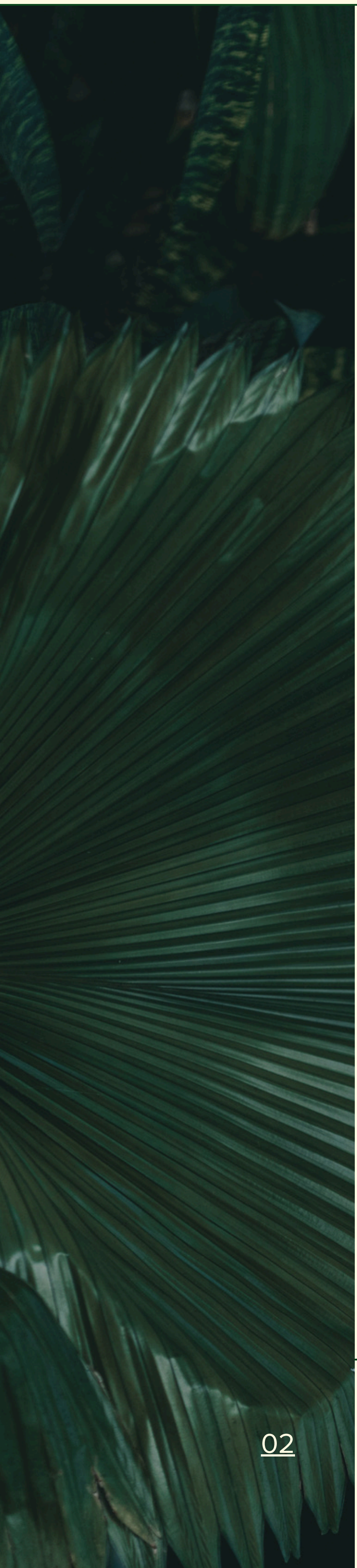
A Vital Driver for Awareness.

Prime Media Holdings Inc. (PMHI) approved the joint venture agreement with ABS-CBN on May 23, 2023. Media Serbisyo Production Corporation (MSPC) was officially formed to develop, produce, and finance content, programs, and shows for distribution by other broadcast networks, channels, or platforms, locally and internationally. In the same year, MSPC launched DWPM Radyo 630 and Teleradyo Serbisyo, which airs on YouTube, ABS-CBN International's The Filipino Channel, and the iWant TFC streaming service. On May 29, 2025, at 8:00 PM, Radyo 630 was officially rebranded as DZMM Radyo Patrol 630.

The media platform strengthens the company's commitment to sustainable development as Radyo 630 is a catalyst for building awareness and influencing public opinion, while at the same time holding stakeholders accountable for their sustainable initiatives. 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.

On the 17th UNSDG, PMHI supports the sustainable development goals that promote sustainable economic growth, infrastructure development, and innovation.

Background



PMHI was registered with the Philippine Securities and Exchange Commission (SEC) on February 6, 1963, as a Private Development Corporation. On July 9, 1964, the Philippine Stock Exchange, Inc. (PSE) approved the public listing of the company's shares of stock. In 2002, the company transferred its assets and liabilities to Banco de Oro Unibank, Inc. (BDO) and the Philippine Deposit Insurance Corporation (PDIC) under a Memorandum of Agreement (MOA). It is still in the process of transferring titles of real estate properties in its possession. 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.

In 2021, PMHI signed an MOA with the major stockholders of 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, subject to terms and conditions. PCMC has a national franchise, thereby providing content providers an avenue to broadcast content. Media Serbisyo Production Corporation was officially formed in May 2023 through a joint venture agreement with ABS-CBN. DWPM Radyo 630 was launched after a month.

On May 29, 2025, Radyo 630 became DZMM Radyo Patrol 630, and TeleRadyo Serbisyo was called DZMM TeleRadyo. Content and programs being aired on both platforms are provided by MSPC.

8 DECENT WORK AND ECONOMIC GROWTH

Economic Growth, Innovation & Infrastructure

The joint venture supports PMHI's commitment to Economic Growth infrastructure and innovation as it leads to better opportunities and economic security. Growth is dependent on investments in infrastructure, sustainable industrial development, and technological progress.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Economic Value

Revitalization continues with the current 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 handled by consultants and external providers, allowing the company to focus on its core competencies.

In 2025, PMHI generated a direct economic value of Php 50,851,534 in revenue, with direct value distributed at Php 16,331,031. It remitted taxes to the Philippine government in the amount of Php 8,633,393. Overall, retained economic value is Php 34,520,503.

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.

3 GOOD HEALTH AND WELL-BEING

Ensure Healthy Lives and Promote Well-being for All Ages

Health awareness is crucial for empowering individuals to focus on their well-being and promote preventive care. The health programs currently being aired are:

·“Iwas Sakit Iwas Gastos,” promotes practical healthy habits to avoid illness and reduce medical expenses, through expert advice and accessible healthcare tips.
·“Ligtas Dapat,” Safety and preparedness tips for different situations.
·“Safe Space,” focuses on mental health and emotional well-being, while promoting understanding and empathy.

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 30 October 2025. Company information is also freely accessible via the Company website, which also includes its current Annual Report and Sustainability Reports.

Programs that amplify sustainability

As a media entity, the company produces content that strengthen the reach of the global goals.

Promoting Peace, Justice and Strong Institutions

DZMM also airs several programs on current issues that encourage the public to take action, foster positive association, influence behavior change which is essential to develop.

"Hello Attorney", offers advice to listeners with legal problems.
"Radyo Patrol Balita Alas Kwatro", highlights the first news of the day along with local and national updates.
"Balitapan", discussion on the day's issues, featuring different points of views that encourage critical thinking.
"Aksyon Ngayon", answers urgent public concerns from experts and relevant agencies.
"Isyu Spotted", features the hottest issues and breaks down news stories for easy understanding.
"Spot Report", updates on developing police stories.
"With Due Respect", tackles pressing issues with sharp insight, open dialogue and commitment to fairness.

Access To Economic Resources

The following programs directly extend assistance to those in need.

"Konek Ka Dyan", connects listeners to helpful information and services.
"Pasado Serbisyo", highlights public service stories and initiatives, with updates on community assistance programs.
"Nagseserbisyo", host Nina Corpuz focuses on real-life problems and offers clear information and practical solutions.
"Mutya ng Masa", inspirational stories that uplift lives, showcasing public service, highlighting ordinary people making extraordinary impact.

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.

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.

Materiality Assessment & Reporting Process

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

PMHI regularly reviews materiality assessment and the sustainability reporting process along with the significant changes in operations, brought about by new partnerships and ventures.

IIn 2019, the Company hired Atty. Teodoro Kalaw IV, a certified sustainability trainer and assurer, to lead a sustainability orientation and materiality workshop for key officers and staff. These same individuals are responsible for preparing the 2024 Sustainability Report.

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 the 2024 Sustainability Report.

PMHI has no direct employees, and 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 stakeholders. Moving forward PMHI expects more substantial contributions to the Sustainable Development Goals.

For 2024, the results of the materiality assessment are substantially similar to the previous year as the Company is in the process of determining the optimal business model, which can pave the way for robust sustainable operations and reporting in the future.

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:

Topic	SEC Guidelines Annex A Page#	2025Sustainability Report Page#
Economic Value	19	3
Community Engagement	39	6
Data Security	41	6

Contact

Prime Media Holdings

16th Floor BDO Towers Valero
(formerly Citibank Center), 8741 Paseo
de Roxas, Makati City