ANNEX "A"

Procedure for Registration, Participation and Voting in the 2026 Special Stockholders' Meeting of Prime Media Holdings, Inc.

Prime Media Holdings, Inc. (the "Company") will be conducting its Special Stockholders' Meeting ("SSM") virtually via remote communications or *in absentia* on **14 August 2026 at 2:00 PM.**

Only Stockholders of record as of **06 August 2026** are entitled to participate and vote in the 2026 SSM.

I. Registration and Participation/Attendance Procedure:

1. Stockholders who intend to participate in the virtual SSM may register at **service@primemediaholdingsinc.com** by sending the following requirements for registration:

   a. *For individual stockholders:*
      i. Scanned copy of any valid government-issued ID;
      ii. Scanned copy of stock certificate in the name of the individual stockholder; and
      iii. Active contact number, either landline or mobile.
   b. *For stockholders with joint accounts:*
      i. Scanned copy of authorization letter signed by other stockholders indicating the person among them authorized to participate and/or vote in the 2026 SSM;
      ii. Documents required under items 1.a (i) and (iii) for the authorized stockholder;
      iii. Scanned copy of stock certificate in the name of the joint stockholders.
   c. *For stockholders under PCD Participant / Brokers Account or "Scripless Shares":*
      i. Coordinate with the broker and request for the full account name and reference number or account number;
      ii. Documents required under items 1.a (i) and (iii).
   d. *For corporate stockholders:*
      i. Secretary's Certificate attesting to the authority of the representative to participate and / or vote in the 2026 SSM;
      ii. Documents required under items 1.a (i) and (iii) for the authorized representative;
      iii. Scanned copy of stock certificate in the name of the corporate stockholder.

2. Upon successful registration and validation of the documents submitted through email at **service@primemediaholdingsinc.com**, the stockholder will receive an email confirmation and a unique link which can be used to log in and view the 2026 SSM.
3. Only those stockholders who have registered following the procedure above, and stockholders who have voted by providing their executed Proxy Form shall be included for purposes of determining the existence of a quorum.
4. For purposes of voting during the 2026 SSM, please see section on Voting Procedure below.
5. For the Question-and-Answer portion during the 2026 SSM, stockholders may send their questions related to the agenda at **service@primemediaholdingsinc.com**. Due to limitations on technology and time, not all questions may be responded to during the 2026 SSM but the Company will endeavor to respond to all the questions through email.
6. The proceedings during the 2026 SSM will be recorded as required by the Securities and Exchange Commission.
7. Stockholders intending to participate by remote communication in the 2026 SSM are required to pre-register no later than **08 August 2026**.

8. In compliance with the SEC Notice dated **16 March 2021**, the Information Statement, the Management Report, SEC Form 17A and other pertinent documents may be accessed through the Company's website at **www.primemediaholdingsinc.com** and through PSE Edge.

II. Voting Procedure:

Stockholders may vote during the 2026 SSM by Proxy.

Voting by Proxy:

a. Download and fill up the Proxy Form at **https://primemedia.com.ph/ssm-prime2026/.** The Chairman, or in his absence, the President or the Corporate Secretary is authorized to cast the votes pursuant to the instructions in the Proxy Form.
b. Send a scanned copy of the executed proxy Form by email at **service@primemediaholdingsinc.com**
c. The scanned copy of the executed Proxy Form should be emailed to the above not later than **08 August 2026**.
d. The hard copy of the signed Proxy Form should be delivered to:

The Office of the Corporate Secretary
Prime Media Holdings, Inc.
16th Floor BDO Towers Valero (formerly:
Citibank Tower), 8741 Paseo de Roxas,
Makati City

For any questions or clarification, you may contact us through:

- Email at dcc.chinglaw@gmail.com; or
- Telephone number at 8831-4479; or
- Our stock transfer agent, Stock Transfer Service, Inc. (STSI), through
  - ✓ Richard Regala at rdregala@stocktransfer.com.ph or
  - ✓ Lea Mae Flores at lmmflores@stocktransfer.com.ph, or
  - ✓ STSI's telephone number at 8403-2410 or 8403-2412