

PRIME MEDIA HOLDINGS, INC.
NOTICE OF SPECIAL STOCKHOLDERS' MEETING

To All Stockholders:

Notice is hereby given that the Special Stockholders' Meeting of **PRIME MEDIA HOLDINGS, INC.** (the "**Corporation**") will be held on **14 August 2026 (Friday) at 2:00 p.m.** The meeting will be held virtually via remote communication or *in absentia*.

The agenda of the meeting is as follows:

1. Call to Order
2. Proof of Notice and Certification of Quorum
3. Approval of the Minutes of the Annual Stockholders' Meeting held on July 15, 2026.
4. Election of the Independent Directors for 2026-2027
5. Other Matters
6. Adjournment

For the purposes of the meeting, Stockholders of Record as of **06 August 2026** are entitled to receive notice and to vote at the said meeting. Stockholders intending to participate by remote communication should pre-register by sending us an email at service@primemediaholdingsinc.com on or before **08 August 2026**. Please refer to the **Procedure for Participation and Voting at the 2026 Special Stockholders' Meeting** (attached as **Annex "A"** to the Definitive Information Statement) for detailed information on participation by remote communication or *in absentia* and voting by proxy.

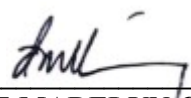
The duly signed and accomplished proxy Form must be submitted by email at service@primemediaholdingsinc.com not later than **08 August 2026** and the printed copy thereof should be delivered to:

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

Validation of proxies will take place on **09 August 2026** at the principal office of the Company. The copy of the Notice of the Meeting, Definitive Information Statement, Minutes of the Previous Annual Meeting of the Stockholders, and other documents related to the meeting may be accessed through the Corporation's website at <https://www.primemediaholdingsinc.com/> and the **PSE Edge**.

For any question about the conduct of the virtual meeting, you may refer to the Company website at <https://primedia.com.ph/ssm-prime2026/> or send your questions at service@primemediaholdingsinc.com.

Makati City, 29 July 2026.



ATTY. DIANE MADELYN C. CHING
Corporate Secretary