PROXY FORM

The undersigned stockholder of **PRIME MEDIA HOLDINGS INC.** (the "Corporation") hereby appoints ______________________________ or in his/her/its absence, the Chairman of the meeting, as attorney-in-fact and proxy, to represent and vote all the shares registered in his/her/its name at the Special Stockholders' Meeting of the stockholders of the Corporation scheduled on **14 August 2026, 2:00 PM**, *via* virtual meeting hosted at the 16th Floor BDO Towers Valero (formerly Citibank Tower), 8741 Paseo de Roxas, Makati City, and any of its adjournment(s), as fully as the undersigned can do if present and voting in person, ratifying all action taken on matters that may properly come before such meeting or its adjournment(s). The undersigned directs the proxy to vote on the agenda items expressly indicated by placing an "X" in the box below:

<table>
<tr><th rowspan="2">PROPOSAL</th><th colspan="4">ACTION</th></tr>
<tr><th>FOR</th><th>AGAINST</th><th>ABSTAIN</th><th></th></tr>
<tr><td></td><td>FOR ALL</td><td>AGAINST ALL</td><td>ABSTAIN FOR</td><td>FULL DISCRETION OF PROXY</td></tr>
<tr><td>1. Approval of the Minutes of the Annual Stockholders' Meeting held on July 15, 2026</td><td></td><td></td><td></td><td></td></tr>
<tr><td>2. Election of the Independent Directors for 2026-2027

The nominees:

Atty. Gideon D.V. Mortel
Atty. Jose M. Roy III

Instruction: To withhold authority to vote for any nominee, please mark "Abstain" box and list the name(s) under.</td><td></td><td></td><td></td><td></td></tr>
</table>

Identification

This proxy is solicited by the Board of Directors and Management of Prime Media Holdings, Inc. The solicited proxy shall be exercised by the Chairman or the stockholder's authorized representative.

Instruction

a. For all agenda items other than "Call to Order" and "Proof of Notice and Certification of Quorum", the proxy form shall be accomplished by marking in the appropriate box either "FOR", "AGAINST" or "ABSTAIN" according to the stockholder's/proxy's preference.

   If no instructions are indicated on a returned and duly signed proxy, the shares represented by the proxy will be voted in favor of the:

   1. Approval of the Minutes of the Previous Stockholders' Meeting held on July 15, 2026.
   2. Election of the following independent directors for 2026-2027:

      Gideon D.V. Mortel
      Jose M. Roy III

b. A Proxy Form that is returned without a signature shall not be valid.

c. The matters to be taken up in the meeting are enumerated opposite the boxes on the accompanying Proxy Form. The names of the nominee directors are likewise enumerated opposite an appropriate space.

d. If a stockholder will not be able to attend the meeting but would like to be represented thereat, he may submit his Proxy Form, duly signed and accomplished, to the Office of the Corporate Secretary at 16th Floor BDO Towers Valero, 8741 Paseo de Roxas, Makati City, on or before **08 August 2026**. Beneficial owners whose shares are lodged with Philippine Depository & Trust Corporation (PDTC) or registered under the name of a broker, bank or other fiduciary allowed by law must, in addition to the required I.D., present a notarized certification from the owner of record (*i.e.* the broker, bank or other fiduciary) that he is the beneficial owner, indicating thereon the number of shares. Corporate shareholders shall likewise be required to present a notarized secretary's certificate attesting to the authority of its representative to attend and vote at the stockholders' meeting.

   Validation of proxies will take place on **09 August 2026** at the principal office of the Company.

Revocability of Proxy

A shareholder may revoke his proxy on or before the date of the Special Stockholders' Meeting. The proxy may be revoked by the shareholder's written notice to the Corporate Secretary advising the latter of the revocation of the proxy, or by a shareholder's personal attendance during the meeting and appropriate advice to the Corporate Secretary of such revocation.

Persons Making the Solicitation

This solicitation is made by the Corporation. No director has informed the Company in writing or otherwise of his intention to oppose any action intended to be taken at the meeting.

Solicitation of proxies will be done mainly by mail. Certain personnel of the Corporation will also solicit proxies in person or by telephone.

The estimated amount to be spent by the Corporation to solicit proxies is PhP20,000.00. The cost of solicitation will be borne by the Company.

Interest of Certain Persons in Matters to be Acted Upon

No director or officer of the Corporation or any other nominee for election as director of the Corporation or any associate of the foregoing, has any substantial interest, direct or indirect, by security holdings or otherwise, in any matter to be acted upon, other than election to office as director of the Corporation. None of the officers or directors or any of their associates has any substantial interest, direct or indirect, in any of the matters to be acted upon in the stockholders' meeting.

Signed this ____ day of __________ 2026 at _____________

______________________________________	______________________________
PRINTED NAME OF THE STOCKHOLDER	SIGNATURE OF THE STOCKHOLDER/AUTHORIZED REPRESENTATIVE

This proxy form need not be notarized but must be submitted to the Corporate Secretary on or before **08 August 2026, at 5:00 p.m.** The stockholder giving a proxy has the power to revoke it either in an instrument in writing duly presented for recording with the Corporate Secretary at least five (5) days prior to the meeting or by personal attendance at the stockholders' meeting. For corporations, the proxy must be accompanied by a Secretary's Certificate authorizing an authorized representative to represent the corporation in the meeting.