



**PRIME MEDIA**  
*Holdings, Inc.*

PRO DIC

January 4, 2017

Securities and Exchange Commission  
SEC Building, EDSA  
Mandaluyong City



Attention: Atty. Justina F. Callangan  
Director  
Corporate Governance and Finance Department

Re: Attendance of Directors at 2016 Board Meetings

Gentlemen:

In compliance with SEC Memorandum Circular No. 1, series of 2014, we hereby formally advise the Commission of the following:

- The following table summarizes the attendance of the directors of **Prime Media Holdings Inc.** (the "Corporation") in board meetings held by the Corporation during the calendar year 2016.

	Name	Date of Election	Number of Meetings Held During the Year	Number of Meetings Attended	Percentage
Chairman	Manolito A. Manalo	October 25, 2016	3	3	100%
Board Member	Bernadeth A. Lim		3	3	100%
Board Member	Monica Isabelle I. Villanueva		3	3	100%
Board Member	Juan Victor S. Valdez		3	3	100%
Board Member	Diane Madelyn C. Ching		3	3	100%
Independent Director	Johnny Y. Aruego, Jr.		3	3	100%
Independent Director	Edgardo E. Tumangan		3	3	100%

- The Board of Directors of the Company held its meetings in the year 2016, specifically on the following dates:

Date of Meeting	Nature of Meetings
April 13, 2016	Special Board Meeting
August 30, 2016	Special Board Meeting
October 25, 2016	Organizational Board Meeting

3. Based on the records of the minutes of the above meetings of the Corporation, no director has absented himself for more than fifty percent (50%) from all meetings of the Board of Directors, both regular and special, during his incumbency or any twelve (12) month period during said incumbency. Attached as Annex "A" hereof is a summary of the attendance of the directors.
  
4. The Corporation held its annual stockholders' meeting on October 25, 2016. The Chairman of the Board, President and all the directors of the Corporation likewise attended the said annual stockholders' meeting of the Corporation on October 25, 2016.

We trust that the foregoing is sufficient. Should you require any further information, please let us know.

Very truly yours,



Atty. Diane Madelyn C. Ching  
Asst. Corporate Secretary

**Annex "A"**  
**Meetings of the Board of Directors for the Year 2016**

Name of Directors	SM April 13	SM August 30	OM October 25
Manolito A. Manalo	√	√	√
Bernadeth A. Lim	√	√	√
Monica Isabelle I. Villanueva	√	√	√
Juan Victor S. Valdez	√	√	√
Diane Madelyn C. Ching	√	√	√
Johnny Y. Aruego, Jr.	√	√	√
Edgardo E. Tumangan	√	√	√

**Legend:**

- √ - Present
- X - Absent
- RM - Regular Board Meeting
- SM - Special Board Meeting
- OM - Organizational Board Meeting
- NA - Not Applicable