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Prime Media Holdings, Inc. PRIM

CMIC Form 2 - Reply to Inquiry on: Unusual Price Movement *Reference: Article XI-A, Section 5 of the CMIC Rules*

Date of Report	Mar 12, 2018
Subject	
Reply to Exchange's Query	
Background/Description of the Disclosure	
Reply to Exchange's Query regarding Inquiry on Unusual Price Movement in the trading of PRIM.	
Filed on behalf by:	
Name	Joanna Manzano
Designation	Junior Compliance Officer



12 March 2018

MS. GRACE M. CALUBAQUIB
AVP & Head, Surveillance Department
Capital Markets Integrity Corporation
10/F, PSE Tower, 5th Avenue corner
28th Street, Bonifacio Global City, Taguig City

Re: Reply to Inquiry on Unusual Price Movement

Dear Ms. Calubaquib:

In reply to your letter dated 09 March 2018, we are submitting herewith a sworn certification that we are not aware of any material information that could have triggered the unusual price movement in the trading of Prime Media Holdings' share.

Very truly yours,

Diane Madelyn C. Ching
Corporate Secretary

REPUBLIC OF THE PHILIPPINES)
) S.S.
MAKATI CITY

CERTIFICATION

I, **DIANE MADELYN C. CHING**, of legal age, Filipino, with office address at 4th Floor, Citi Center, Paseo de Roxas, Makati City, after having been duly sworn to in accordance with law, do hereby depose and state that:

1. I am the duly elected and qualified Corporate Secretary of **PRIME MEDIA HOLDINGS INC.** (the "Company"), a corporation duly organized and existing under the laws of the Philippines with principal office address at 16th Floor Citibank Tower, Paseo de Roxas, Makati City.

2. I hereby certify that the Company is not aware of any material information that could have triggered the unusual price movement in the trading of its shares last Friday, 09 March 2018 in the Philippine Stock Exchange.

3. This certification is being issued pursuant to the requirement of Capital Markets Integrity Corporation.


IN WITNESS WHEREOF, I have hereunto set my hand this **MAR 12 2018** 2018 at Makati City.


DIANE MADELYN C. CHING
Corporate Secretary

MAKATI CITY

SUBSCRIBED AND SWORN to before me this **MAR 12 2018** 2018 at Makati City affiant exhibited to me her Passport Number P1240453A valid until 14 December 2021.

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Series of 2018.


ATTY. GERVACIO B. ORTIZ, JR.
NOTARY PUBLIC FOR MAKATI CITY
UNTIL DECEMBER 31/2018
PTR NO. 5909514 / 01-03-2017/MAKATI
IBP NO 655155 LIFETIME MEMBER
PPT. NO. M-104/2017/ROLL NO. 40091
MCLE COMPLIANCE NO. V-0006934
UNIT 102 PENINSULA COURT BLDG
735 MAKATI AVE., MAKATI CITY