

PRIME MEDIA HOLDINGS INC.

(Formerly 1st e-Bank Corporation)

10Flr. MGO Building, Legazpi corner Dela Rosa Streets, Legazpi Village, Makati City
Tel. Nos. (632)889-9009 Telefax (632) 888-0811

16 October 2013

PHILIPPINE STOCK EXCHANGE

Disclosure Department
3/F , Exchange Road
Ortigas Center, Pasig City

Attention: **MS. JANET A. ENCARNACION**
Head
Disclosure Department

Re: PRIME MEDIA HOLDINGS, INC.
("PMHI") (PSE:PRIM)
Computation of Public Ownership as of 30 September 2013

Dear Ms. Encarnacion:

In accordance with the requirements of the Philippine Stock Exchange, Prime Media Holdings, Inc. submits its Computation of Public Ownership as of 30 September 2013.

Very truly yours,



Vivian S. Liban
Corporate Information Officer

PRIME MEDIA HOLDINGS, INC.
Computation of Public Ownership as of (09/30/2013)

Number of Issued Shares 387,144,437
Less: Number of Treasury Shares (if any) -

Number of Outstanding Shares **387,144,437**
Less:

	% to total I/O Shares	Number of Shares		total
		a	b	
Directors:				
Manolito A. Manalo				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Monica Isabelle I. Villanueva				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Diane Madelyn Ching				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Bernadeth A. Lim				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Manalo Juan Victor S. Valdez				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Johnny Y. Aruego, Jr.				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Manalo Juan Victor S. Valdez				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Sub total				7

Officers:

Manolito A. Manalo				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Monica Isabelle I. Villanueva				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-
Bernadeth A. Lim				
Direct	0.0000 %	1	-	1
Indirect (thru _____)	- %	-	-	-

Sub-total

Principal Stockholders:

NEO Oracle Holdings, Inc. (formerly Metro Pacific Corp.)*				
Direct	77.22 %	298,949,216	-	298,949,216
Indirect (thru _____)	- %	-	-	-
others				
Direct	0.00 %	-	-	-
Indirect (thru _____)	- %	-	-	-
Sub total				298,949,216

Affiliates:

 Direct %
 Indirect (thru _____)

Others:

Government - %
Banks - %
Employees - %
Lock-Up Shares - %

Total Number Of Shares Owned by the Public 298,949,223
88,195,214

* RYM Business Management Corporation is considered the beneficial owner of the shares, pursuant to Rule 18.1 paragraph 5(A) of the Securities & Regulation Code.

PUBLIC OWNERSHIP PERCENTAGE
Total Number Of Shares Owned by the Public
Total Issued and Outstanding Shares

<u>88,195,214</u>		<u>22.78%</u>
387,144,437		

Required Public Ownership %

=

10%

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Complied

Not Complied

Market Capitalization:

Total Issued and Outstanding Shares	387,144,437.00
Closing Market Price	<u>1.3</u>

Market Capitalization	<u><u>503,287,768.10</u></u>
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Number of Issued and Outstanding Shares	=	387,144,437
Number of Outstanding Shares	=	387,144,437
Number of Treasury Shares	=	-
Number of Listed Shares	=	387,144,437
Number of Foreign-Owned Shares	=	1,135,587
Foreign Ownership Level (%)	=	0.29%
Foreign Ownership Limit (%)	=	40%