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Prime Media Holdings, Inc. PRIM

PSE Disclosure Form POR-1 - Public Ownership Report
Reference: Amended Rule on Minimum Public Ownership

Report Type

- Monthly
 Quarterly
 Others

| | |
|--------------------|--------------|
| Report Date | Dec 31, 2017 |
|--------------------|--------------|

Computation of Public Ownership

| | |
|---|-------------|
| Number of Issued and Outstanding Common Shares | 700,298,616 |
| Less: Number of Treasury Common Shares, if any | - |
| Number of Outstanding Common Shares | 700,298,616 |

Less :

A. Directors

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------------------------|--------|----------|--------------------------------|-------------------------------|
| Manolito A. Manalo | 1 | 0 | 1 | 0 |
| Bernadeth A. Lim | 1 | 0 | 1 | 0 |
| Juan Victor S. Valdez | 1 | 0 | 1 | 0 |
| Diane Madelyn C. Ching | 1,000 | 0 | 1,000 | 0 |

| | | | | |
|------------------------|-------|---|-------|---|
| Rolando S. Santos | 1,000 | 0 | 1,000 | 0 |
| Johnny Y. Aruego, Jr. | 1 | 0 | 1 | 0 |
| Francisco L. Layug III | 1 | 0 | 1 | 0 |
| | 2,005 | 0 | 2,005 | 0 |

B. Officers

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|-----------------------------|--------|----------|--------------------------------|-------------------------------|
| Christopher Sam S. Salvador | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

C. Principal/Substantial Stockholders

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|-------------------------------|--------|-------------|--------------------------------|-------------------------------|
| RYM BUSINESS MANAGEMENT CORP. | 0 | 463,555,085 | 463,555,085 | 66.2 |
| ISIDRO C. ALCANTARA, JR. | 0 | 97,178,901 | 97,178,901 | 14 |
| CAULFIELD HEIGHTS, INC. | 0 | 35,000,000 | 35,000,000 | 5 |
| | 0 | 595,733,986 | 595,733,986 | 85.2 |

D. Affiliates

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

E. Government

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

F. Banks

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

G. Employees

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

H. Lock-Up Shares

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

I. Others

| Name | Direct | Indirect | Total direct & indirect shares | % to Total Outstanding Shares |
|------|--------|----------|--------------------------------|-------------------------------|
| - | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 |

| | |
|-----------------------------------|-------------|
| Number of Listed Common Shares | 663,713,458 |
| Total Number of Non-Public Shares | 595,735,991 |

| | |
|---|-------------|
| Total Number of Shares Owned by the Public | 104,562,625 |
| Public Ownership Percentage | 14.93 |

Other Relevant Information

NONE

Filed on behalf by:

| | |
|--------------------|---------------------------|
| Name | Joanna Manzano |
| Designation | Junior Compliance Officer |