



16 October 2020

Dear Shareholder

NOTICE OF ANNUAL GENERAL MEETING 2020

On behalf of the Board of Prime Media Group Limited (the “**Company**”), I invite you to attend the Company’s Annual General Meeting 2020 (“**AGM**”) which will be conducted online at the following time and place:

Date: Thursday, 19 November 2020

Time: 11.00 am (AEDT)

Place: <https://agmlive.link/PRT20>

The Board’s decision to hold the AGM as a **virtual meeting** rather than at a physical location, has been made in light of the COVID-19 pandemic and the current restrictions on public gatherings and travel imposed by the Australian Federal and State Governments. This approach has been taken to ensure the health and safety of Shareholders, directors and employees involved in the AGM and is consistent with temporary modifications to current legislation and regulatory guidance.

Accordingly, this year you will not be able to attend the Company’s AGM at a physical location, but will instead be able to view the AGM proceedings, ask questions and vote during the AGM online. You will be able to participate in real-time wholly through an online platform provided by our share registry service, Link Market Services Limited, on your computer or mobile device.

We will not be sending a hardcopy of the Company’s Notice of Meeting to Shareholders by mail ahead of the AGM.

The Notice of Meeting for the AGM together with Link Market Services Virtual AGM Online Guide will be available on our website, www.primemedia.com.au. These two documents provide all the important information you need to know about how to attend and participate at our AGM.

Should you wish to appoint a proxy in the event that you are unable to participate at the AGM, we kindly request that you complete a Proxy Form. A sample Proxy Form accompanies this announcement.

You may vote online prior to the meeting at <https://agmlive.link/PRT20> to avoid any unexpected technical difficulties that you may experience during the virtual meeting.

We encourage Shareholders to register questions in advance of the AGM using our online platform service, however, we have also included a Shareholders Questions Form should you prefer to register questions in hardcopy form.

Proxy Forms and Shareholder Questions Forms must be received by Link Market Services Limited by no later than **11.00 am (AEDT) on Tuesday, 17 November 2020**.

Please be assured our Company’s website will also be kept up to date with all of the relevant information Shareholders may need.

On behalf of my fellow Directors, I thank you for your continued support of the Company, and look forward to your attendance and the opportunity to engage with you at our first ever virtual AGM.

Yours sincerely

A handwritten signature in black ink, appearing to read "Peter Macourt".

Peter Macourt
Chairman

Approved for release by the Board of Prime Media Group Limited