

Form 603

Corporations Act 2001 Section 671B

Notice of initial substantial holder

To Company Name/Scheme Prime Media Group Limited (PR1)

ACN/ARSN 000 764 867

1. Details of substantial holder (1)

Name Harvest Lane Asset Management Pty Ltd and each of its associates as listed in Annexure A

ACN (if applicable) 158 314 697

The holder became a substantial holder on 22/12/2021

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Persons' votes (5)	Voting power (6)
Ordinary shares	20,458,866	20,458,866	5.58%*

*Based 366,330,303 shares on issue

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Harvest Lane Asset Management Pty Ltd	Harvest Lane Asset Management Pty Ltd is the investment manager and, pursuant to the terms of an investment management agreement has the power to dispose of, or control the exercise of a power to dispose of, the securities as well as the power to exercise, or control the exercise of, a right to vote attached to the securities.	Ordinary shares 16,663,966
Harvest Lane Asset Management Pty Ltd	Harvest Lane Asset Management Pty Ltd is the investment manager and, pursuant to the terms of an investment management agreement has the power to dispose of, or control the exercise of a power to dispose of, the securities as well as the power to exercise, or control the exercise of, a right to vote attached to the securities.	Ordinary shares 3,400,270
31 May Pty Ltd	31 May Pty Ltd has the power to dispose of, or control the exercise of a power to dispose of, the securities as well as the power to exercise, or control the exercise of, a right to vote attached to the securities.	Ordinary Shares 394,630

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Harvest Lane Asset Management Pty Ltd	National Australia Bank Ltd	National Australia Bank Ltd	Ordinary Shares 16,663,966
Harvest Lane Asset Management Pty Ltd	National Australia Bank Ltd	National Australia Bank Ltd	Ordinary Shares 3,400,270
31 May Pty Ltd	31 May Pty Ltd	31 May Pty Ltd	Ordinary Shares 394,630

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the 4 months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Please refer to Annexure B				

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
Harvest Lane Asset Management Pty Ltd (ACN 158 314 697) and 31 May Pty Ltd (ACN 125 762 478)	Harvest Lane Asset Management Pty Ltd and 31 May Pty Ltd are associates because Harvest Lane Asset Management Pty Ltd and 31 May Pty Ltd are controlled by the same entities.

7. Addresses

The addresses of persons named in this form are as follows:

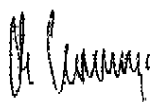
Name	Address
Mr Luke Cummings	Level 10, 418A Elizabeth Street, Surry Hills NSW 2010, Australia

Signature

print name Luke Cummings

Director

sign here

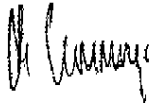


date 24/12/2021

ANNEXURE A

This is the annexure of 1 page marked "A" referred to in the Form 603 – Notice of initial substantial holder signed by me and dated 24 December 2021.

Signed:

A handwritten signature in black ink, appearing to read 'Luke Cummings'.

Luke Cummings
Director

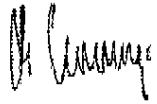
List of associates:

31 May Pty Ltd (ACN 125 762 478)

ANNEXURE B

This is the annexure of 1 page marked "B" referred to in the Form 603 Notice of initial substantial holder signed by me and dated 24 December 2021.

Signed:



Luke Cummings
Director

Holder of Shares/Options	Date	Price Range (\$)	Number of Shares/Options	Number of Shares/Options
31 May Pty Ltd	01/11/2021 12/12/2021	\$0.39-\$0.425 per share		394,630
Harvest Lane Asset Management Pty Ltd (Investment Mandate Account)	01/11/2021 22/12/2021	\$0.39-\$0.445 per share		16,663,966
Harvest Lane Asset Management Pty Ltd (Investment Mandate Account)	01/11/2021 – 22/12/2021	\$0.39-\$0.445 per share		3,400,270