

## Form604

Corporations Act 2001  
Section 671B

## Notice of change of interests of substantial holder

To Company Name/Scheme Prime Media Group Limited (PRT)ACN/ARSN 000 764 867

## 1. Details of substantial holder(1)

Name Harvest Lane Asset Management and its associated entitiesACN/ARSN (if applicable) 158 314 697There was a change in the interests of the  
substantial holder on 05/01/2022The previous notice was given to the company on 24/12/2021The previous notice was dated 23/12/2021

## 2. Previous and present 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 when last required, and when now required, to give a substantial holding notice to the company or scheme, are as follows:

Class of securities(4)	Previous notice		Present notice	
	Person's votes	Voting power (5)	Person's votes	Voting power(5)
Ordinary Shares	27,658,686	7.55%	32,964,191	9.00%

\*Based on 366,330,303 shares on issue

## 3. Changes in relevant interests

Particulars of each change in, or change in the nature of, a relevant interest of the substantial holder or an associate in voting securities of the company or scheme, since the substantial holder was last required to give a substantial holding notice to the company or scheme are as follows:

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
Please refer to Annexure A					

## 4. Present relevant interests

Particulars of each relevant interest of the substantial holder in voting securities after the change are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Nature of relevant interest (6)	Class and number of securities	Person's votes
Harvest Lane Asset Management Pty Ltd	National Australia Bank Ltd	National Australia Bank Ltd	Beneficial Owner	23,377,803	23,377,803
Harvest Lane Asset Management Pty Ltd	National Australia Bank Ltd	National Australia Bank Ltd	Beneficial Owner	9,191,758	9,191,758
31 May Pty Ltd	31 May Pty Ltd	31 May Pty Ltd	Beneficial Owner	394,630	394,630


5. Changes in association

The persons who have become associates (2) of, ceased to be associates of, or have changed the nature of their association (9) with, the substantial holder in relation to voting interests in the company or scheme are as follows:

Name and ACN/ARSIN (if applicable)	Nature of association
N/A	N/A

6. 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

sign here

Luke Cummings  


capacity

date

Director  
06/01/2022

## ANNEXURE A

Date of change	Person whose relevant interest changed	Nature of change (6)	Consideration given in relation to change (7)	Class and number of securities affected	Person's votes affected
21/12/2021 - 05/01/2022	Harvest Lane Asset Management Pty Ltd (Investment Mandate Account)	BUY	\$0.445- \$0.455 per share	2,191,578	2,191,578
23/12/2021 - 05/01/2022	Harvest Lane Asset Management Pty Ltd (Investment Mandate Account)	BUY	\$0.445- \$0.455 per share	3,113,927	3,113,927

