

**Form 604
Corporations Act 2001
Section 671B**

Notice of change of interests of substantial holder

To: Prime Media Group Ltd
ACN: 000 764 867
ASX Code: PRT

1. Details of substantial holder

Name: IOOF Holdings Limited
ACN: 100 103 722

This notice is given by IOOF Holdings Limited on behalf of itself and its subsidiaries.

There was a change in the interest of the substantial holder on: 24/08/2017
The previous notice was given to the company on: 30/05/2017
The previous notice was dated: 26/05/2017

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 had a relevant interest 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	Previous notice		Present notice	
	Person's votes	Voting Power	Person's votes	Voting Power
Ordinary	30,099,400	8.216%	25,991,005	7.095%

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	Person	Nature	Consideration	Class & number (ord)	Person's votes
15/06/2017	Perennial Value Management Limited (ACN 090 879 904)	Purchased on market	\$ 156,709.92	468,424	468,424
23/06/2017	Perennial Value Management Limited (ACN 090 879 904)	Purchased on market	\$ 23,583.85	69,701	69,701

29/06/2017	Perennial Value Management Limited (ACN 090 879 904)	Purchased on market	\$ 32,480.83	88,842	88,842
7/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 69,546.30	182,790	182,790
11/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 159,818.50	426,575	426,575
12/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 4,816.49	12,682	12,682
19/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Purchased on market	\$ 18,453.94	48,483	48,483
24/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 7,825.48	19,596	19,596
25/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 32,138.88	80,480	80,480
26/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 31,844.12	79,543	79,543
27/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 155,552.90	389,525	389,525
28/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 20,165.48	50,497	50,497
31/07/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 42,661.49	106,830	106,830
1/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 15,114.27	37,684	37,684
15/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 7,792.30	16,942	16,942
18/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 8,118.74	16,942	16,942
22/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 34,213.89	74,542	74,542
23/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 132,747.15	289,217	289,217
24/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 1,347,030.01	3,000,000	3,000,000

4. Present Relevant Interests

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

Holder	Registered holder of securities	Person Entitled to be holder	Nature of relevant interest	Class & Number (Ord)	Person's votes
Perennial Value Management Limited (ACN 090 879 904) and its subsidiaries	NAB Asset Servicing		Investment Manager	15,638,540	15,638,540
Perennial Value Management Limited (ACN 090 879 904) and its subsidiaries	Citigroup		Investment Manager	2,788,705	2,788,705

Perennial Value Management Limited (ACN 090 879 904) and its subsidiaries	BNP		Investment Manager	7,527,760	7,527,760
IOOF Investment Management Limited (ACN 066 695 021)	BNP		Investment Manager	36,000	36,000

5. Changes in association

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

Name & ACN	Nature of association
Not applicable	

6. Addresses

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

Name	Address
IOOF Holdings Limited	Level 6, 161 Collins Street Melbourne Victoria 3000
Perennial Investment Partners Limited	Level 19, 56 Pitt Street Sydney NSW 2000
Prime Media Group Ltd	363 Antill Street Watson ACT 2602
IOOF Investment Management Limited	Level 6, 161 Collins Street Melbourne Victoria 3000