



ASX Announcement: 9 December 2021

## **ACCC WILL NOT OPPOSE SALE OF PRIME'S BUSINESS AND ASSETS TO SEVEN WEST MEDIA LIMITED**

**PRIME MEDIA GROUP** (ASX: PRT) (**Prime**) today welcomed the decision by the Australian Competition and Consumer Commission (**ACCC**) to not oppose the sale of Prime's business and assets to Seven Network (Operations) Limited, a wholly-owned subsidiary of Seven West Media Limited (ASX: SWM) (**Seven**), under the Share Sale Agreement (**SSA**) announced on 1 November 2021 (the **Asset Sale**).

The implementation of the Asset Sale remains subject to the approval of Prime shareholders at a meeting scheduled for 23 December 2021, as outlined in the Notice of Extraordinary General Meeting lodged with the ASX on 22 November 2021.

The Prime Board continues to unanimously recommend that Prime shareholders vote in favour of the resolutions to effect the Asset Sale, in the absence of a superior proposal.

Authorised for release by the Board of Prime Media Group Limited.

For further information, please contact:

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