

**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: 25/09/2017
The previous notice was given to the company on: 28/08/2017
The previous notice was dated: 24/08/2017

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	25,991,005	7.095%	18,668,360	5.096%

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
28/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 163,329.63	363,755	363,755
31/08/2017	Perennial Value Management Limited (ACN 090 879 904)	Purchased on market	\$ 277,626.74	694,105	694,105

22/09/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 1,627,132.96	3,836,087	3,836,087
25/09/2017	Perennial Value Management Limited (ACN 090 879 904)	Sold on market	-\$ 1,603,002.20	3,816,908	3,816,908

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)	NAB Asset Servicing		Investment Manager	10,625,437	10,625,437
Perennial Value Management Limited (ACN 090 879 904)	Citigroup		Investment Manager	2,828,814	2,828,814
Perennial Value Management Limited (ACN 090 879 904)	BNP		Investment Manager	5,178,109	5,178,109
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 Value Management Limited	Level 27, 88 Phillip 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
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