

COVER SHEET

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SEC Registration Number

[illegible]

(Company's Full Name)

[illegible]

Mr. John Nai Peng C. Ong

(Contact Person)

8831-1000

(Company Telephone Number)

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Month *Day*
(Calendar Period)

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(Form Type)

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Month Day
(Annual Meeting)

(Secondary License Type, If Applicable)

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Dept. Requiring this Doc.

Amended Articles Number/Section

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Total No. of Stockholders

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Domestic

□

Foreign

To be accomplished by SEC Personnel concerned

[illegible]

File Number

LCU

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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17
OF THE SECURITIES REGULATION CODE (SRC)
AND SRC RULE 17(a)-1(b)(3) THEREUNDER

1. May 21, 2025
Date of Report
2. SEC Identification Number AS094-000088
3. BIR Tax Identification No. 003-058-789
4. SM PRIME HOLDINGS, INC.
Exact name of registrant as specified in its charter
5. PHILIPPINES 6. (SEC Use Only)
Province, country or other jurisdiction of incorporation Industry Classification Code:
7. 7/F MOA Square, Seashell Lane cor. Coral Way, Mall of Asia Complex, Brgy. 76 Zone 10, CBP 1-A, Pasay City, Metro Manila, Philippines 1300
Address of principal office Postal Code
8. (632) 8831-1000
Registrant's telephone number, including area code
9. N/A
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
COMMON STOCK, P1 PAR VALUE	28,874,685,694
DEBT SECURITIES – RETAIL BOND	141,458,500,000

11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



SM Prime builds P1.7B SMXCITE to boost MICE capacity

(May 21, 2025, Pasay City, Philippines) SM Prime Holdings, Inc., one of Southeast Asia's largest integrated property developers, is expanding its Meetings, Incentives, Conferences and Exhibitions (MICE) portfolio with the construction of SMX Center for International Trade and Exhibitions (SMXCITE) — a large-scale venue rising within the SM Mall of Asia (MOA) Complex.

The P1.7 billion investment reflects SM Prime's long-term bet on the MICE industry's growth and Manila's emergence as a regional hub. Expected to be completed by the first quarter of 2027, SMXCITE will add over 18,000 square meters (sqm) of leasable trade hall space, doubling the existing SMX Convention Center Manila's footprint.

"This expansion reflects our confidence in the Philippines' growing stature in the MICE space," said Peggy Angeles, Executive Vice President of SM Hotels and Conventions Corp. "With world-class infrastructure and a strategic location, we believe Manila can rival regional peers as a go-to venue for international trade events."

Designed to accommodate international trade shows, product launches, corporate gatherings and large-scale consumer exhibitions, SMXCITE will feature two buildings constructed simultaneously—each capable of hosting more than 18,000 guests.

Together with SMX Manila, the development will offer over 35,000 square meters of combined space, enhancing the MOA Complex's appeal as a destination for international exhibitions and business events.

Once completed, SM Prime's total convention portfolio will grow to nearly 60,000 square meters of gross leasable area across eight venues nationwide—including SMX Aura in Taguig, SMX Bacolod, SMX Davao, SMX Clark, SMX Olongapo, Sky Hall Seaside Cebu and Megatrade Hall in SM Megamall.

SMXCITE will also carry forward SMX Manila's sustainability benchmarks, including design elements that maximize natural daylight to reduce energy use.

With its scale, accessibility, and environmental features, SMXCITE reinforces Metro Manila's position as a rising force in the Southeast Asian MICE landscape.

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For further information, please contact:

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SM Prime Holdings, Inc.

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Forward-looking Statement

This document may contain forward-looking statements and forward-looking information that are subject to significant risks and uncertainties including, without limitation, statements relating to known and unknown risks; uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from expected future results; performance or achievements expressed or implied by forward-looking statements; our overall future business, financial condition, and results of operations, including, but not limited to financial position or cash flow; our goals for or estimates of future operational performance or results; and changes in the regulatory environment including, but not limited to, policies, decisions, and determinations of governmental or regulatory authorities. Although: (1) SM Prime Holdings, Inc. has extensive experience; and (2) the forward-looking statements may be reasonable, nothing herein should be relied upon as a commitment from SM Prime Holdings, Inc. as we cannot guarantee future events, performance or events due to various risks and uncertainties.

SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SM PRIME HOLDINGS, INC.

Registrant

Date: May 21, 2025

A handwritten signature in black ink, appearing to read "John Nai Peng Ong", written over a horizontal line.

JOHN NAI PENG ONG

Chief Finance Officer & Corporate Information Officer