COVER SHEET

AS094-000088
SEC Registration Number

SM PRIME HOLDINGS, INC. AND SUBSIDIARIES

(Company's Full Name)

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

Mr. John Nai Peng C. Ong
(Contact Person)

8831-1000
(Company Telephone Number)

05 28
Month *Day*
(Calendar Period)

17-C
(Form Type)

Month *Day*
(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

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 28, 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.**

PRESS RELEASE

SM Prime Opens First Mall in Ilocos Norte, 88th in the Philippines

Pasay City, Philippines [May 28, 2025] – SM Prime Holdings, Inc. (SM Prime), one of Southeast Asia's largest integrated property developers, will open its first mall in Ilocos Norte on May 30, marking the property conglomerate's 88th shopping mall in the Philippines and its latest push into high-growth regional corridors.

SM City Laoag is strategically located along Airport Road, just minutes from the city center and near Laoag International Airport. Surrounded by established commercial zones and growing residential developments, the mall is poised to become a new urban anchor for Northern Luzon.

The three-level complex offers over 51,000 square meters of gross leasable space. It opens with 90 percent of its space already lease-awarded and is expected to generate approximately 4,000 jobs for Ilocanos across retail, operations and support services.

"The opening of SM City Laoag reinforces our commitment to bring modern, accessible and community-oriented retail experiences to underserved but fast-growing areas," said SM Prime president Jeffrey Lim. "We're excited to support the region's economic momentum."

Ilocos Norte posted an 8.6 percent economic growth rate in 2024—the fastest among provinces in Region I—driven by gains in services, accommodation and transport.

SM City Laoag features a robust tenant mix, including SM Store, SM Supermarket, SM Cinema, Ace Hardware, Pet Express, Miniso and BDO. Retail and lifestyle brands include Levi's, Columbia, Adidas, Watsons and Parfois. The mall will also host global and local dining concepts such as TGI Fridays, Vikings, Marugame Udon, Café Amian and Milk Pot.

A central open-air park, "Dap-ayan," named after the Ilocano word for gathering place, will serve as a community space for events and leisure.

SM Prime is also studying a complementary hotel development in Laoag to tap into the area's growing tourism and MICE potential, expanding its footprint beyond retail in Northern Luzon.

###

For further information, please contact:

John Nai Peng C. Ong
Chief Finance Officer
SM Prime Holdings, Inc.
E-mail: john.ong@smprime.com
Tel. no.: 8831.1000 loc. 7886

Forward-looking Statement

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 28, 2025

John Nai Peng C. Ong
____
JOHN NAI PENG ONG
Chief Finance Officer & Corporate Information Officer