

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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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)

Dept. Requiring this Doc.

Amended Articles Number/Section

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. **June 10, 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 Hotels to Add Over 1,300 Rooms by 2029

Pasay City, Philippines [June 10, 2025] – SM Hotels and Convention Corp. (SMHCC), the hospitality arm of SM Prime Holdings Inc. (SM Prime), is accelerating its national expansion with seven new hotel projects set to be completed by end-2029.

The move will increase the SM property group's hotel count from 10 to 17 and boost total room inventory from 2,602 to 3,923, translating to a 51 percent capacity growth. The majority of the new inventory—969 rooms—is slated for delivery by 2028.

SMHCC's five-year growth plan, supported by a P10 billion capital expenditure program, will be fully funded through internally generated cash flows.

Six of the new hotels will carry the Park Inn by Radisson brand, while one will be developed under Radisson. The expansion strengthens SMHCC's position in the midscale and high-end segments while leveraging synergies with the SM Prime's diverse property network.

"This rollout reflects our belief in the long-term potential of the Philippine domestic travel and tourism market," explained SMHCC executive vice president Peggy Angeles. "We are building on the strength of regional tourism while delivering quality accommodations that enhance the value of our ecosystem of malls, events spaces and mixed-use developments."

Only one of the new SM hotels will be in Metro Manila. The rest are strategically distributed in regional growth corridors: Calabarzon (2), Central Luzon (1), Cebu (2), and Laoag (1). The locations were selected based on tourism potential and integration with existing SM Prime assets.

SMHCC's hotel portfolio currently includes luxury (Conrad Manila, Radisson Blu Hotel Cebu), leisure (Taal Vista, Pico Sands) and business hotels (Park Inn by Radisson, Lanson Place Mall of Asia).

"Our hotels serve as catalysts for local economic activity," Angeles added. "We are focused on creating long-term value—through jobs, tourism flows and sustained growth that enhances SM Prime's diversified revenue base."

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For further information, please contact:

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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: June 10, 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