

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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1	8
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Month *Day*
(Calendar Period)

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(Form Type)

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Month *Day*
(Annual Meeting)

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(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

Domestic

Page 10

Foreign

To be accomplished by SEC Personnel concerned

[illegible]

File Number

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Document ID

Cashier

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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. June 18, 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	28,873,847,694
DEBT SECURITIES – RETAIL BOND	141,458,500,000

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



PRESS RELEASE

SM Mall of Asia Complex Records 34M Foot Traffic in Q1

Pasay City, Philippines [June 18, 2025] – SM Prime Holdings Inc. (SM Prime), one of Southeast Asia’s largest integrated property developers, reported a 15 percent increase in first-quarter foot traffic at its flagship Mall of Asia (MOA) Complex, as visits climbed to 34.5 million.

First-quarter foot traffic at the MOA Complex was fueled by a strong slate of events, led by the return of the Philippine International Pyromusical Competition, which featured top-tier fireworks teams from around the world and sharply boosted evening visits.

The quarter also saw high-profile concerts from global acts including Maroon 5, NIKI, Wave to Earth and K-pop stars Baekhyun and Taeyeon.

Major sporting events like the UAAP volleyball season attracted also large university crowds.

“The Mall of Asia Complex demonstrates how our integrated, experience-led strategy—from retail and offices to education and entertainment—drives sustained foot traffic,” said SM Prime President Jeffrey C. Lim. “It’s the SM ecosystem in full effect.”

The MOA Complex, SM Prime’s first integrated estate, is home to some of the Philippines’ largest and most modern commercial properties—including SM Mall of Asia, SMX Convention Center Manila, MOA Arena and SM MOA IMAX. It also houses the world’s largest IKEA store.

“We are seeing sustained momentum toward experience-driven consumption so we are aligning our event strategy to capture that demand,” added Lim.

SM Prime reported a first-quarter consolidated net income up by 11 percent increase from the previous year, driven primarily by the performance of its mall segment.

To sustain its growth momentum, SM Prime has outlined a three-pronged strategy of organic expansion, regional development and bold diversification. Lim said he expects integrated property developments and premium residential projects to drive growth over the next five years.

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About MOA Complex

Located in Pasay City and spanning 60 hectares, the Mall of Asia (MOA) Complex is SM Prime’s flagship integrated estate. Anchored by SM Mall of Asia—one of the largest malls in the world—the complex also features residential developments, office buildings, a convention center, events arena, hotels, an amusement park and an academic institution.

For further information, please contact:

John Nai Peng C. Ong

Chief Finance Officer

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: June 18, 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