

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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P	h	i	l	i	p	p	i	n	e	s																			

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

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File Number

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Document ID

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STAMPS

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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 26, 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	28,871,122,694
DEBT SECURITIES – RETAIL BOND	141,458,500,000
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11. Indicate the item numbers reported herein: **ITEM # 9, LETTER B.**



**SMHCC Expands MICE Footprint with P5.3 Billion investment
starting with SMX Cebu and SMXCITE**

Pasay City, Philippines [June 26, 2025] – SM Hotels and Convention Corp. (SMHCC), the hospitality arm of SM Prime Holdings Inc., is ramping up its MICE footprint with a P5.3 billion investment plan over the next five years. The expansion will begin with two major developments in Cebu and Pasay.

Set to open in the third quarter of 2026, SMX Convention Center Seaside Cebu will be one of the largest and most advanced convention venues in the Visayas. Cebu is one of the country's top 10 provincial economies in both size and share of national GDP in 2023, according to the Philippine Statistics Authority.

SMX Convention Center Seaside Cebu will offer over 21,000 square meters of leasable space across six levels, directly integrated with the SM Seaside Arena and SM Seaside Cebu Mall. With spacious pre-function areas, large-scale back-of-house features and complete digital infrastructure, the Cebu venue is positioned to become a regional hub for large-scale conventions, events and exhibitions.

SMHCC also broke ground on SMXCITE at the Mall of Asia Complex in Pasay City last April. Set to open in the first quarter of 2027, SMXCITE will add 18,000 square meters of leasable space to the existing 17,000 square meters at SMX Manila, enabling SMHCC to accommodate large-scale, concurrent events.

"Our expansion into Cebu and Pasay reflects our strong belief in the potential of these cities. By building next-generation venues with scale and flexibility, we are enabling more communities to benefit from the business and tourism opportunities that MICE events bring," said SMHCC executive vice president Peggy Angeles.

These projects are part of SMHCC's broader strategy to grow its events portfolio outside Metro Manila and support economic activity in emerging urban centers. Each SMX venue is co-located with hotels, malls and transport infrastructure to provide seamless access for organizers and guests.

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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

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 26, 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