

COVER SHEET

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SEC Registration Number

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B	S	I	D	I	A	R	I	E	S																				

(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

LCU

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Document ID

Cashier

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. **April 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	28,876,504,594
DEBT SECURITIES – RETAIL BOND	141,458,500,000

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



PRESS RELEASE

SM MOA Arena Posts Strong 2024 Performance, Surpasses 1 Million Tickets Sold

(April 10, 2025, Pasay City, Philippines) The SM Mall of Asia (MOA) Arena, Metro Manila's largest live entertainment venue, posted a strong performance in 2024 as events held at the venue drew over one million in total ticket attendance.

Located within the SM Mall of Asia Complex, the SM MOA Arena hosted a diverse mix of shows in 2024, with over half of its events dedicated to sports, concerts and family-oriented shows. The rest comprised corporate and special events, reinforcing its status as the Philippines' premier venue for large-scale events and international artists.

"Live entertainment venues are strategic contributors to our company's portfolio. They strengthen the SM ecosystem by driving foot traffic and supporting the performance of our mall tenants and adjacent businesses," said SM Prime president Jeffrey C. Lim.

SM MOA Arena has a seating capacity of 15,000, expandable to 20,000, and offers International Basketball Federation (FIBA)- and National Basketball Association (NBA)-compliant facilities. To maintain its world-class standing, the SM MOA Arena underwent a three-year modernization program that began in 2022, with an investment of over US\$10 million.

Upgrades include digital turnstiles, a new 702 square meter giant LED Media Mesh, enhanced Public Address (PA) systems, newly installed acoustic panels, improved back-of-house areas and new spectator seating—all designed to elevate the customer and event experience.

In 2024, the SM MOA Arena was named Sports Venue of the Year at the 6th Philippine Sports Tourism Awards, highlighting its contribution to both the MICE and tourism sectors—two key areas of opportunity as the country's service economy continues to rebound.

"Our solid performance in 2024 reflects the growing appetite for live experiences and the broad appeal of SM Prime's integrated developments," said Lim. "This year, we expect an even stronger lineup of global and local events that will help drive sustained growth across our lifestyle and commercial assets."

Over the past two years, the SM MOA Arena has hosted some of the biggest headline acts, including the Backstreet Boys, Alanis Morissette, Sam Smith, Jonas Brothers, 2NE1, Itzy and Niall Horan, while the banner for OPM artists includes Regine Velasquez, Sharon and Gabby, Pops and Martin, Gary Valenciano, Juan Karlos, December Avenue and Ben&Ben.

For 2025, global acts confirmed to perform at the SM MOA Arena include the much-anticipated j-hope Tour "HOPE ON THE STAGE" in Manila, Lee Min-ho, Toto, Jo Koy, the Black Eyed Peas and Mariah Carey. On the domestic front, major events such as the 2025 Miss Universe Philippines Coronation and various collegiate sports events are also expected to draw strong crowds.

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For further information, please contact:

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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.

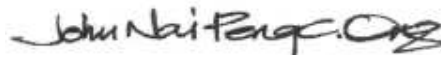
SIGNATURES

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: April 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