

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)

0	5
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Month Day
(Calendar Period)

0	6
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Day
Period)

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(Form Type)

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Month

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Day
(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

[illegible]

File Number

LCU

[illegible]

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. May 6, 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.



6 May 2025

Philippine Dealing & Exchange Corp.
29th Floor BDO Equitable Tower
Paseo de Roxas, Makati City, Philippines

Attention of Suzy Claire R. Selleza
Head – Issuer Compliance and Disclosure Department

Gentlemen:

This refers to the news article in the Business World in May 6, 2025 titled “SM Prime eyes premium residences in Metro Manila, Cebu”, which states:

“SY-LED property developer SM Prime Holdings, Inc. said it plans to develop its first premium residential properties in Metro Manila and Cebu.

“We plan to enter Metro Manila, hopefully within the year, but we also have properties ready for development in key cities like Cebu,” SM Prime Holdings Executive Vice-President and Premium Residential Line Head Jose Juan Z. Jugo said in an interview aired on Money Talks with Cathy Yang on One News on Monday.

“If things go as planned, you’ll be seeing a lot of activity from us, robust activity from the premium line in Metro Manila, in Luzon, and in Cebu.”

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The company also said it aims to launch its first upscale residential project this year, a master-planned subdivision with sustainability, convenience, and community features.

According to Mr. Jugo, SM Development Corp. (SMDC) will continue to serve the mid-market segment, while pricing for its entry-level premium product will start at P15 million.

“Then, we plan to produce premium residential units, probably in the P25 to P30 million range, all the way to luxury units in the P50 to P60 million range,” he said, adding the company’s openness to venturing into the ultra-luxury segment.

xxx xxx xxx”

In support of the information published on this article:

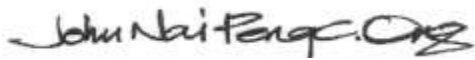
1. The statement by Mr. Jose Juan Z. Jugo, Executive Vice-President and Premium Residential Line Head was made during his interview with Ms. Cathy Yang in her show Money Talks on OneNews (Link: https://www.facebook.com/watch/live/?ref=watch_permalink&v=535360562977813)

2. In November 15, 2024, SM Prime disclosed a press release stating its expansion to new market with SM Residences. (See article here: https://www.smprime.com/company_releases/sm-prime-expands-to-new-markets-with-sm-residences/).

“Starting next year, SM Prime will consolidate all residential projects under the SM Residences brand, covering a range of offerings from economic, medium-cost, premium and leisure developments.”

Given these, we confirm the veracity of the statements mentioned in the article of the Business World.

Very truly yours,



John Nai Peng C. Ong
Chief Finance Officer

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 6, 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