

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

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File Number

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Document ID

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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. October 23, 2024  
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	28,879,231,694
DEBT SECURITIES – RETAIL BOND	137,831,040,000

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

# SM PRIME

## PRESS RELEASE

### SM Prime Expands Visayas Footprint with Opening of SM City J Mall in Mandaue City



**Pasay City, Philippines [October 23, 2024]** – [SM Prime Holdings, Inc.](#) (SM Prime), a leading integrated property developer in Southeast Asia, has announced the grand opening of SM City J Mall in Mandaue City, Cebu on October 25, Friday. This strategic expansion marks SM Prime’s fourth mall in Metro Cebu, eighth in the Visayas region and 87th in the Philippines.

“The opening of SM City J Mall reflects our confidence in the robust economic growth of Central Visayas,” said SM Prime President Jeffrey C. Lim. “This new mall is designed to cater to the increasing demand for premium commercial and lifestyle experiences in Mandaue City.”

The City of Mandaue is a first-class highly urbanized city located in the central-eastern coastal region of the island province of Cebu. It is the industrial hub in the Central Visayas region and hosts around 10,000 industrial and commercial locators. According to data from the Philippine Statistics Authority, Central Visayas posted the highest economic growth rate among the country's 17 regions in 2023, expanding by 7.3 percent.

SM City J Mall is situated along the bustling A.S. Fortuna Street in Barangay Bakilid, maximizing accessibility and visibility for both residents and tourists. The four-level mall has over 100,000 square meters of gross floor area (GFA), offering a diverse mix of retail, dining and entertainment options.

Reflecting strong tenant demand, SM City J Mall has already pre-leased approximately 80% of its gross leasable area. Anchor tenants include The SM Store, SM Hypermarket, SM Appliance

Center, Watsons, Uniqlo, Levi's, Miniso, Pet Express, Sports Central, Ace Hardware, BDO and Chinabank.

To enhance customer experience and drive foot traffic, SM City J Mall will feature two Director's Club cinemas, a curated Food Hall and unique lifestyle services. The building is also designed to provide ample parking for a thousand vehicles.

"Our expansion into thriving regional hubs like Mandaue City is integral to our strategy of driving economic progress across the Philippines and delivering sustainable value to our stakeholders," added Lim.

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**For further information, please contact:**

**Alexander Pomento**

Vice President, Investor Relations

SM Prime Holdings, Inc.

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Tel. no.: +632 8862 7940

**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: October 23, 2024

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**