

# 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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Month

0	5
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Day

{Calendar Period}

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{Form Type}

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Month

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Day

(Annual Meeting)

(Secondary License Type, if Applicable)

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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total No. of Stockholders

	Total/7190

Domestic

of coverings

Foreign

To be accomplished by SEC Personnel concerned

[illegible]

File Number

LCU

LCU

[illegible]

Document ID

Cashier

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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. February 05, 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 Industry Classification Code:  
incorporation

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

## **SM Prime Boosts Malls and Commercial Property Portfolio with ₱33 Billion Investment**

**(February 05, 2025, Pasay City, Philippines)** - SM Prime Holdings, Inc. (SM Prime), one of Southeast Asia's largest integrated property developers, is investing up to ₱33 billion this year on its commercial property businesses, driven by expectations of a sustained recovery in consumer demand and forecast of over 6% growth by the Philippine government.

"We expect moderating inflation, easing interest rates and election-related spending to fuel our growth in 2025. Our malls should do well and our office, hotel and convention centers could provide additional upside," said SM Prime President Jeffrey C. Lim, highlighting the company's strong outlook.

Election-related expenditures, a cyclical driver of economic expansion in the Philippines, are anticipated to stimulate aggregate demand and spending in various sectors, particularly retail. SM Prime's extensive network of 87 shopping malls is strategically positioned to capture this surge, bolstered by strong consumer confidence and increased foot traffic.

SM Prime has earmarked approximately ₱21 billion for the expansion of its malls' gross floor area (GFA). New developments will add 205,400 square meters of GFA, while 124,488 square meters of existing mall space will undergo redevelopment. The company anticipates a year-end total GFA of 8.08 million square meters for its malls portfolio.

Recognizing the potential of Philippine tourism, SM Prime will invest around ₱6 billion in its hospitality and MICE businesses to build two convention facilities, renovate hotel rooms and add new food and beverage facilities in existing hotels.

Driven by robust demand and gains in lease take-up of existing inventory, SM Offices is investing ₱6 billion to develop new office towers and work spaces, which includes Six E-Com Center, a two-tower, Grade A office complex within the Mall of Asia Complex. Six E-Com Center is designed to cater to technology-driven industries and business process outsourcing (BPO) firms.

SM Prime's investments underscore its commitment to expanding and enhancing commercial properties that drive growth, attract businesses and meet evolving consumer demands, solidifying its leadership in the property sector.

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For further information, please contact:

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**Forward-looking Statement**

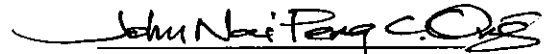
This document may contain forward-looking statements and forward-looking information that are subject to significant risks and uncertainties including, without limitation, statements relating to known and unknown risks; uncertainties and other factors that may cause our actual results, performance or 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: February 05, 2025

A handwritten signature in black ink, appearing to read "John Nai Peng C. Ong", written over a horizontal line.

**JOHN NAI PENG ONG**

**Chief Finance Officer & Corporate Information Officer**