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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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Cashier

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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 24, 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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>28,877,996,894</b>
<b>DEBT SECURITIES – RETAIL BOND</b>	<b>137,831,040,000</b>

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



## **PRESS RELEASE**

### **SM Prime Outlines ₱100B Investment Plan for 2025**

SM Prime Holdings Inc. (SM Prime), one of Southeast Asia's largest property developers, plans to invest ₱100 billion this year, driven by expectations of a sustained growth in consumer demand and corporate activity.

"We expect election-related spending, easing interest rates and higher tourism spending to fuel our growth in 2025," said SM Prime President Jeffrey C. Lim, highlighting the company's strong outlook.

"Our growth will be driven by the mall business, while our robust project pipeline will enhance the expansion of strategic initiatives across our diversified portfolio," he added.

Capital expenditure this year will be prioritized for malls, residences and integrated property developments.

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 over 8 million square meters for its malls portfolio.

A ₱67 billion investment is planned for SM Residences and integrated property developments (IPDs). The residential projects will include regional, premium and leisure developments, while the IPDs—large, mixed-use, master-planned urban centers—will primarily be in Luzon and Visayas.

SM Prime is set to invest ₱12 billion in its office, hospitality and MICE (meetings, incentives, conferences, and exhibitions) businesses to expand capacity and enhance facilities. The investment will fund the construction of two new convention facilities, the renovation of hotel rooms and the addition of food and beverage facilities in existing hotels.

The company will also develop new office towers and workspaces, including Six E-Com Center, a Grade A office tower in the Mall of Asia Complex designed for technology-driven industries and BPO firms. The expansion is a result of robust tenant demand for existing inventory.

"These planned investments position us to meet evolving customer needs while driving SM Prime toward its next phase of growth," said Lim.

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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.

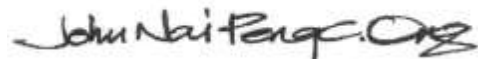
## SIGNATURES

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: February 24, 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**