

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	3
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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)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

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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. March 5, 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	28,877,996,894
DEBT SECURITIES – RETAIL BOND	152,831,040,000

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



SM Hotels and Convention Centers post occupancy and foot traffic growth in 2024

(March 05, 2025, Pasay City, Philippines) - SM Hotels and Convention Corp. (SMHCC), a unit of SM Prime Holdings Inc. (SMPHI), recorded strong occupancy rates across its hotel and convention properties in 2024, driven by increasing demand for travel and MICE (Meetings, Incentives, Conferences, and Exhibitions).

“The rise in hotel stays and event bookings signals a vibrant rebound for the hospitality and MICE sectors,” said Peggy E. Angeles, Executive Vice President of SMHCC.

SM hotels achieved a 67% occupancy rate, marking a 2-percentage-point increase from the previous year. Its properties in the National Capital Region outperformed the hospitality industry, averaging 71% occupancy, compared to the 61% year-end industry average.

SMX Convention Centers also saw a 15% rise in hosted events, drawing 6.3 million visitors in 2024. The company’s halls and function rooms welcomed major trade shows, corporate events and industry exhibitions. Many of these events have returned to or surpassed pre-pandemic levels, reflecting strong recovery and sustained market interest.

SMHCC is investing almost Php15 billion to support its 5-year expansion program. This includes developing 8 new hotels and 2 convention centers in key destinations in the country. This will add more than 1,500 guestrooms in its current portfolio.

Aside from its expansion plans, SMHCC is enhancing its competitive edge with new function rooms, additional food and beverage outlets, and room renovations at Taal Vista, Pico Sands Hotel and Park Inn by Radisson Davao.

SMHCC's portfolio includes 10 hotels—spanning luxury (Conrad and Radisson Blu), leisure (Taal Vista, Pico Sands), and business (Park Inn and Lanson Place) brands – as well as 8 convention centers and trade halls under the SMX brand.

About SM Prime Holdings

SM Prime Holdings is one of the largest integrated property developers in Southeast Asia, with a diversified portfolio spanning malls, residences, offices, hotels and convention centers.

The largest retail shopping center developer and operator in the Philippines, SM Prime is the property development arm of SM Investments Corporation, the country's largest conglomerate in terms of market capitalization.

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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: March 05, 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