

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

(Calendar Period)

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Day

(Calendar Period)

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Month

(Annual Meeting)

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Day:

(Annual Meeting)

(Secondary License Type, if Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

11/11/2016

Total No. of Stockholders

11/11/2016

Domestic

Foreign

To be accomplished by SEC Personnel concerned

[illegible]

File Number

LCU

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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 7, 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
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



7 March 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 entitled “SM Prime Expands into Premium Residential Market”, published in the Manila Bulletin on March 6, 2025. The article reported:

“SM Prime Holdings Inc. (SM Prime) is setting its sights on the premium residential market after posting a record-breaking financial performance in 2024.

SM Prime announced a historic net income of P45.6 billion, up 14% from the previous year, as consolidated revenues climbed 10% to an all-time high of P140.4 billion, based on the company’s FY2024 report. The residential segment contributed 34% of SM Prime’s record revenues, demonstrating resilient performance despite challenges from elevated inflation and interest rates.

“Our strong performance in 2024 provides a solid foundation for future growth,” said SM Prime President Jeffrey C. Lim. “With several key projects in development, we are well-positioned to build on this momentum.”

One of these key projects in development is a new premium brand under its SM Residences business line. In November, SM Prime revealed plans to expand its residential portfolio to include high-end horizontal and vertical principal homes, complementing its existing economic, mid-range, and leisure residential offerings.

Set to launch this year, the premium brand’s first upscale primary residential project is a master-planned subdivision designed with a strong focus on sustainability, convenience, and community

... ”

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In support of the information published on this article:

1. On November 14, 2024, SM Prime disclosed a press release entitled “[SM Prime expands to new markets with SM Residences](#)” stating its strategic reformat and expansion of its portfolio to optimize its revenue mix across key business units:

“SM Prime Holdings, Inc. (SM Prime), one of the largest integrated property developers in Southeast Asia, is undertaking a strategic reformat and expansion of its portfolio to optimize its revenue mix across key business units.

The move comes as SM Prime celebrates its 30th anniversary, a milestone that coincides with its long-term plan to gain a stronger foothold in underserved markets and high-growth sectors, including premium and integrated development.

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.”

Source: www.smprime.com/wp-content/uploads/2024/11/SM-Prime-expands-to-new-markets-with-SM-Residences_FINAL.pdf

2. While in February 17, 2025, SM Prime disclosed a press release entitled “SM Prime posts record annual profit, up 14% to P45.6 Billion” discussing its full-year 2024 financial results:

“SM Prime Holdings, Inc. (SM Prime), one of the leading integrated property developers in Southeast Asia, reported its highest-ever consolidated net income of P45.6 billion in 2024, up 14% from P40 billion in 2023. The double-digit improvement was driven by higher contributions from all its business segments.

Consolidated revenues during the same period rose 10% to an all-time high of P140.4 billion from P128.1 billion due to higher rental income, real estate sales and revenues from services and experiential offerings.

Malls accounted for 55% of revenues, followed by residences at 34%, hotels and convention centers at 6%, and offices and warehouses at 5%.”

Source: www.smprime.com/wp-content/uploads/2025/02/SM-Prime-posts-record-annual-profit_FINAL.pdf

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: March 07, 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