

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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c	o	r	.		C	o	r	a	l		W	a	y	,		M	a	l	l		o	f		A	s	i	a		C
o	m	p	l	e	x	,		B	r	g	y	.		7	6		Z	o	n	e		1	0	,		C	B	P	
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P	h	i	l	i	p	p	i	n	e	s																			

Mr. John Nai Peng C. Ong
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(Contact Person)

8831-1000
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(Company Telephone Number)

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Month Day  
(Calendar Period)

1	7	-	C	
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(Form Type)

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Month Day  
(Annual Meeting)

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(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

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Domestic

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Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document ID

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. July 10, 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	28,871,122,694
DEBT SECURITIES – RETAIL BOND	141,458,500,000

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

# SM PRIME

10 July 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

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Gentlemen:

This refers to the news article in the Business World in July 10, 2025 titled “*SM Prime debuts premium line, sets P25-B initial budget*”, which states:

*“LISTED real estate developer SM Prime Holdings, Inc. has allocated an initial P25 billion in capital expenditure for the first project under its newly launched Signature Series by SM Residences, marking its entry into the premium residential market.*

*With the P25-billion budget, Signature Series by SM Residences will develop a 284-hectare property in Susana Heights, Muntinlupa City, featuring residential clusters, neighborhood retail, civic spaces, pocket parks, and an ultra-luxury village.*

*Jose Juan Z. Jugo, SM Prime executive vice-president and Signature Series Group head, said the residential lots in the Susana Heights project will feature large cuts of land with a starting price of P100 million per lot.*

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*Including the Susana Heights project, Mr. Jugo said the Signature Series Group has a 400-hectare landbank, of which over 300 hectares are located within Metro Manila.*

xxx

*The Signature Series Group has also identified locations in Manila, Pasay, Pasig, Parañaque, Taguig, Cebu, Cavite, Tagaytay, and Batangas as part of its project pipeline.*

*Mr. Jugo said the residential offerings of the Signature Series Group will range from entry-level premium (starting at P15 million), upscale (starting at P25 million), and luxury and ultra-luxury (P65 million and above).*

xxx xxx xxx”

In support of the statements mentioned in the article:

1. SM Prime has allotted an initial PHP25 billion in capital expenditure for the first project of its newly launched Signature Series by SM Residences. This PHP25 billion capital expenditure will be used to develop a 284-hectare property in Susana Heights in Muntinlupa City. The first project

in Susana Heights project will feature lots of large cuts of land with a starting price of PHP100 million per lot.

2. Signature Series by SM Residences initially has a 400-hectare landbank, of which up to 300 hectares are located in Metro Manila. Signature Series by SM Residences also has properties for development in Cebu, Cavite, Tagaytay, and Batangas.
3. Lastly, the residential offerings of Signature Series by SM Residences will range from PHP15 million, PHP25 million to PHP65 million and above.

Given these, we confirm the veracity of the statements mentioned in the article of the Business World.

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: July 10, 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