

COVER SHEET

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SEC Registration Number

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B	S	I	D	I	A	R	I	E	S																				

(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
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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

LCU

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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. November 27, 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	28,827,577,994
DEBT SECURITIES – RETAIL BOND	140,396,480,000
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



## **SM Prime Invests P3.6 Billion for SMX Seaside Cebu to Boost MICE Growth in the Visayas**

**Pasay City, Philippines [November 27, 2025]** - SM Hotels and Conventions Corp. (SMHCC), the hospitality arm of SM Prime Holdings Inc. (SM Prime), is set to open the SMX Convention Center Seaside Cebu in the fourth quarter of 2026.

SM Prime is investing P3.6 billion to build one of the largest MICE (Meetings, Incentives, Conventions and Exhibitions) venues in the Visayas Regions. The SMX Convention Center Seaside Cebu will offer over 21,000 square meters of leasable space spread across six levels with over 18,000 seating-capacity.

With the launch of SMX Seaside Cebu, SMX's total convention portfolio will expand to over 80,000 square meters of event leasable area across 10 venues nationwide. This includes the planned SMXCITE in Pasay, SMX Manila, SMX Aura in Taguig, SMX Bacolod, SMX Davao, SMX Clark, SMX Olongapo, Skyhall Seaside Cebu, and Megatrade Hall in SM Megamall. Currently, SMX's footprint stands at approximately 42,000 square meters of leasable event space.

"This regional expansion reaffirms our position as the largest private convention center network in the Philippines," said Peggy Angeles, Executive Vice President of SMHCC. "After recent events, we hope SMX Seaside Cebu will play a meaningful role in revitalizing the province's tourism and business landscape."

Pre-booked events are already lining up for SMX Seaside Cebu. Among them are Philconstruct Cebu in November 2026 and Wofex Visayas in April 2027, showing strong early demand from MICE clients across the region.

SMX Seaside Cebu prioritizes the safety and security of its clients. It has comprehensive emergency and disaster preparedness protocols that align with the standards of SM Prime and local government regulations.

It is structurally compliant with the latest national building codes and seismic safety requirements. Safety inspections, emergency evacuation drills and staff training to ensure immediate and orderly response during unforeseen events such as earthquakes are regularly conducted.

Emergency exits, assembly areas and communication systems are clearly designated and maintained for efficient evacuation and coordination with local emergency response units.

The SMX Seaside Cebu is part of SM Prime's South Coast City project, a 26-hectare master-planned estate in Cebu that also features the upcoming SM Seaside City Arena. South Coast City is envisioned as a major lifestyle and business hub in the southern Philippines.

Cebu's connectivity through the Mactan-Cebu International Airport and its status as a top tourism destination further strengthen its position in the industry. Cebu is one of the country's top 10 provincial economies in both size and share of national GDP in 2023, according to the Philippine Statistics Authority.

SMX Seaside Cebu supports SM Prime's strategy of expanding in high-growth regional centers while contributing to the long-term development of Cebu as a premier business and lifestyle destination.

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For further information, please contact:

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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: November 27, 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