



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. August 05, 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>28,871,122,694</b>
<b>DEBT SECURITIES – RETAIL BOND</b>	<b>141,458,500,000</b>
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.

# SM PRIME

August 05 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 Inside PH published on August 2, 2025 titled “*We are ready to take this leap: SM Prime heiress Jessica Sy on luxury housing expansion*”, which states:

*“But as demand softens in pockets of Metro Manila, the Sy family-led real estate giant is diversifying into premium and luxury homes, starting with a P25-billion horizontal development in the group’s vast estate in Susana Heights.*

*Jessica Sy, a rising figure within SM Prime and daughter of tycoon Henry Sy Jr., said the strategic move was planned years ahead, backed by decades of landbanking.*

*“For us, this is not just a reaction to a market that’s changing, but it’s a plan that we’ve had for many years, a vision to uphold our duty to building upon what Filipinos deserve,” said Sy, the head of design, innovation, and strategy for SM Residences and SM Prime.*

*The company formally entered the upscale segment via Signature Series by SM Residences, a new residential brand.*

*Its debut project in Susana Heights will offer P100 million–plus lots in southern Metro Manila. It’s a price point targeting affluent and luxury buyers, though still considered more accessible than nearby Ayala Alabang, according to property experts.*

*SM Prime is also moving to finalize a partnership for its property in the premium Rockwell development in Makati City.*

xxx xxx xxx”

We confirm the veracity of the above-quoted news article, with the exception on these paragraphs:

*“Its debut project in Susana Heights will offer P100 million–plus lots in southern Metro Manila.*

*It’s a price point targeting affluent and luxury buyers, though still considered more accessible than nearby Ayala Alabang, according to property experts.*

*SM Prime is also moving to finalize a partnership for its property in the premium Rockwell development in Makati City.”*

The following are our clarifications:

1. SM Prime's first project for its newly launched Signature Series by SM Residences in Susana Heights project will feature lots of large cuts of land with a starting price of PHP100 million per lot.
2. The Company has mentioned that it is nearing the final stages of closing a partnership for a property located in Makati City, but didn't mention any further details as yet. SM Prime will provide further details once available.

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: August 05, 2025



**JOHN NAI PENG ONG**

**Chief Finance Officer & Corporate Information Officer**