



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 14, 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.



## PRESS RELEASE

### **Signature Series in Talks with Strategic Partner for Prime Makati Development**

**Pasay City, Philippines [August 14, 2025]** – Signature Series by SM Residences, the premium primary residential brand of SM Prime Holdings (SM Prime), is finalizing a strategic partnership for a landmark development in Makati City.

Located in an upscale enclave, this planned property places Signature Series in one of the most desirable luxury residential areas in the Philippines.

“If we study the residential market in the Philippines, we see that the space for premium primary residential has not yet been addressed to its best capacity. Signature Series by SM Residences is entering this space to make a new mark, harnessing SM’s strong organization, resources, and commitment,” stated Jose Juan Jugo, Executive Vice President and Signature Series Group Head.

The availability of prime land in Makati City is extremely scarce, and this inherent scarcity drives up the value of existing luxury properties—and makes new developments highly anticipated and priced at a premium.

“Signature Series is all about creating value,” added Jugo. “In the future, your Signature Series property will certainly appreciate. It’s also intended to be future-proof and can be passed on to the next generation. Moreover, it’s about delivering the best possible quality. That is our commitment to the prospective residents of our properties.”

According to Colliers Philippines' Q1 2025 report, Makati CBD had less than 1% unsold ready-for-occupancy condos and maintained low office vacancy at around 8%—indicating sustained demand for upscale living.

Colliers also notes that luxury and ultra-luxury segments remain resilient despite broader condo oversupply, with units priced above P12 million attracting investors seeking premium features, sustainability and capital growth.

The post-pandemic residential market has also seen an uptick in demand for larger units as buyers seek more space for work-from-home arrangements, family living, and overall comfort. This also comes with more discerning tastes, as buyers now demand for residences with reliable property management and comprehensive amenities that support a holistic lifestyle.

More importantly, affluent buyers are increasingly looking at sustainability and wellness features of future residences. These include green building technologies, sustainable materials, and wellness-oriented amenities, such as air purification systems, expansive green spaces, smart home technology, and dedicated wellness centers.

“We see strong demand from high-net-worth individuals and families. Signature Series in partnership with a key player in the luxury residential space is set to deliver on the premium living requirements that these discerning individuals are looking for,” stated Jugo.

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For further information, please contact:

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Chief Finance Officer

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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: August 14, 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**