

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 19, 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
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



PRESS RELEASE

SM Hotels Expands Regional Reach with Park Inn Sta. Rosa

Pasay City, Philippines [August 19, 2025] – SM Hotels and Conventions Corporation (SMHCC), the hospitality arm of SM Prime Holdings, Inc. (SM Prime), is expanding its regional portfolio with the opening of Park Inn by Radisson in Sta. Rosa, Laguna by the first quarter of 2029.

SMHCC currently operates 10 hotels with over 2,600 rooms, six convention centers, and two trade halls with more than 42,000 sqm of leasable space. Its portfolio includes Park Inn by Radisson, as well as Conrad Manila, Radisson Blu, Lanson Place, Taal Vista Hotel, and Pico Sands Hotel.

The Park Inn by Radisson Sta. Rosa, a P1.5 billion development, will feature 201 hotel rooms, along with dining outlets, recreational facilities such as a pool and gym, and dedicated spaces for meetings and events.

The Park Inn hotel will connect directly to a premier SM mall in Sta. Rosa and the upcoming SMX Sta. Rosa Trade Hall via bridgeway. This new 4,000-sqm events hub is poised to draw regional and national MICE organizers and guests.

The hotel is strategically located within an integrated development of SM Prime along the Sta. Rosa - Tagaytay Road in Laguna.

“With the City of Sta. Rosa’s growth as a business and industrial hub, demand for accommodation from business and leisure travelers continues to rise. The new hotel will meet this need, generate local jobs, and boost the city’s economic activity,” said SMHCC executive vice president Peggy Angeles.

Designed by renowned firm H1 Architecture, the hotel blends contemporary hospitality with local character and brand standards.

Park Inn by Radisson SM Sta. Rosa strengthens SM Prime’s vision of developing integrated estates in key growth centers, where hospitality, business, and retail converge to deliver a seamless and holistic experience.

Sta. Rosa is a rising industrial and commercial hub, powered by manufacturing, IT-BPO, ecozones and real estate. Its strategic location, strong governance and growing population make it a key player in Calabarzon’s economy. In the 2024 DTI Cities and Municipalities Competitiveness Index, it ranked 11th among highly urbanized cities nationwide.

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For further information, please contact:

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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 19, 2025

A handwritten signature in black ink that reads "John Nai Peng Ong". The signature is written in a cursive style with a horizontal line underneath it.

JOHN NAI PENG ONG

Chief Finance Officer & Corporate Information Officer