

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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P	h	i	l	i	p	p	i	n	e	s																			

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)

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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

Total Amount of Borrowings

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Domestic Foreign

To be accomplished by SEC Personnel concerned

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File Number

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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. **October 15, 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 Industry Classification Code:
incorporation

- 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	28,863,231,694
DEBT SECURITIES – RETAIL BOND	141,458,500,000
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11. Indicate the item numbers reported herein: **ITEM # 9, LETTER B.**

SM PRIME

PRESS RELEASE

SM Prime Opens 89th Mall: SM City La Union to feature 'Sandbox' Outdoor Space

Pasay City, Philippines [October 15, 2025] - SM Prime Holdings Inc., one of Southeast Asia's largest integrated property developers, will open SM City La Union, its 89th mall in the Philippines, on October 17.

Located along Diversion Road, Barangay Biday in San Fernando City, SM City La Union spans more than 51,000 square meters of leasable area, over 80% of which has already been taken up.

"This is our ninth mall in Northern Luzon and we designed it to serve as a landmark for both residents and tourists," said SM Prime President Jeffrey Lim. "As the surfing capital of the region, La Union deserves a retail center that reflects its vibrant lifestyle and rich culture."

A highlight of SM City La Union is the Sandbox, a 1,348-square meter outdoor venue designed for sports tournaments, mini-concerts, yoga, Zumba and other community activities. Alongside it runs a bike lane parallel to a manmade sandbar, giving cyclists a unique way to enjoy the area's open-air setting.

SM City La Union will be anchored by major tenants such as SM Store, SM Markets, Ace Hardware, Toy Kingdom, Levi's, Watsons, Surplus, Pet Express, Adidas, Miniso, Sports Central, SM Appliance Center, Puma, UNIQLO, National Bookstore and BDO.

For dining and leisure, SM City La Union will feature an SM Foodhall offering Ilocano, Filipino and international dishes, while SM Cinema will showcase the first Director's Club in the province.

"With our diverse and unique offerings, we hope to strengthen La Union's position as both a tourism and economic hub in Northern Luzon," said Lim.

In 2024, La Union's tourism industry generated over P1 billion in revenues, driven by an increase in spending per visitor. The average length of stay also slightly grew year-on-year from 1.33 days to 1.39 days.

With more than 500,000 tourist arrivals in the same year, San Fernando City, San Juan and Bauang municipalities ranked as the top three destinations in the province.

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For further information, please contact:

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Chief Finance Officer

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: October 15, 2025



JOHN NAI PENG ONG
Chief Finance Officer & Corporate Information Officer