



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. **February 24, 2026**  
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>28,791,646,894</b>
<b>DEBT SECURITIES – RETAIL BOND</b>	<b>137,896,480,000</b>
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11. Indicate the item numbers reported herein: **ITEM # 9, LETTER B.**



## PRESS RELEASE

### SM Prime to Open SM Seaside Cebu Arena in June 2026

**Pasay City, Philippines [February 24, 2026]** – SM Prime Holdings, Inc. (SM Prime) is set to open SM Seaside Cebu Arena, the largest of its kind and the first purpose-built multipurpose indoor arena in the Province of Cebu, in June of 2026.

Located within South Coast City, an integrated estate developed by SM Prime in Cebu, the arena has a building footprint of about 1.6 hectares and a total gross floor area of roughly 7.4 hectares.

Ahead of its opening, SM Seaside Cebu Arena is in talks with concert promoters, sports federations, family entertainment producers, and corporate event organizers to book the venue, signaling strong early interest and a healthy pipeline of events.

“By building a venue of this scale in Cebu, we are strengthening the Visayas as a destination for international events, domestic tourism and long-term investment,” said SM Prime President Jeffrey C. Lim.

The SM Seaside Cebu Arena will accommodate over 25,000 guests and feature multi-level spectator areas, professional-grade sports and entertainment systems, corporate suites, VIP lounges, a range of food and beverage concepts and other lifestyle amenities.

A SkyBridge will link the arena to SMX Convention Center Cebu and SM Seaside City Cebu to ensure efficient visitor circulation, comfort and accessibility.

“There is a lot of excitement and anticipation for this project because Cebuanos have long supported live concerts, and having a large-capacity venue in Cebu makes these events more accessible without the added cost of traveling to Manila,” said Lim.

SM Seaside Cebu Arena builds on SM Prime’s experience operating the SM Mall of Asia (MOA) Arena in Metro Manila, which hosted its first public event in 2012 with a two-night Born This Way Ball concert by Lady Gaga.

Since then, MOA Arena has established itself as a premier venue for world-class sporting events, including the NBA Global Games, the FIBA Basketball World Cup, and the FIVB Men’s Volleyball World Championships.

It has also hosted major international artists such as Ariana Grande, BLACKPINK, BTS, Celine Dion, Jennifer Lopez, the Jonas Brothers, Madonna, Maroon 5, Mariah Carey, Rihanna, and Taylor Swift, among many others.

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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: February 24, 2026



**JOHN NAI PENG ONG**  
Chief Finance Officer & Corporate Information Officer