

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 26, 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
COMMON STOCK, P1 PAR VALUE	28,788,886,894
DEBT SECURITIES – RETAIL BOND	137,896,480,000
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11. Indicate the item numbers reported herein: **ITEM # 9, LETTER B.**



PRESS RELEASE

SM Malls Average 115 Million Monthly Visits

Pasay City, Philippines [February 26, 2026] – SM Supermalls, the mall operations unit of SM Prime Holdings (SM Prime), averaged 115 million visits a month across its nationwide network in 2025.

Monthly foot traffic peaked at 153 million in December, typically the busiest period for retail centers. During the Christmas month, daily visits averaged 5.5 million on weekends and 4.6 million on weekdays.

Total mall visits reached 1.4 billion for the year, reflecting steady consumer activity despite challenging economic conditions and weather-related disruptions.

"As we marked our 40th anniversary last year, we reflected not only on what we have achieved, but on what the next four decades must become," said SM Supermalls President Steven T. Tan. "With our customer as our North Star, we are evolving all for them, transforming their most-loved SM Supermalls not just to respond to needs, but to proactively anticipate them."

Grounded in real-time customer insights, SM's mall foot traffic was supported by innovative property attractions complemented by a dynamic tenant mix strategy, introducing first-in-market and first-in-SM experiences that continually refresh the mall journey.

On top of these, SM Supermalls launched a roadmap to deliver one flagship mall every year until 2030 alongside large-scale redevelopment initiatives across SM's network of 89 malls.

In 2025, SM Supermalls opened MOA Sky and ScreenX, both the first of their kind in the Philippines. It also introduced SM Active Hub, the country's largest and most inclusive sports playground.

These were complemented by the expansion of Book Nook reading spaces, purpose-led sustainability initiatives, and curated community events informed by customer sentiment.

During the period, SM Supermalls introduced several brands new to the Philippine market, including Chatterbox Café, Christy Ng, Funko, JD, Läderach, Mak's Noodle, Oysho, Vivaia, and more.

Foot traffic is expected to remain resilient in 2026, supported by new destination concepts such as Southeast Asia's first adidas Football Park and adidas Football Specialty Store, alongside the debut of Pop Mart's first permanent Philippine store at SM Megamall. Both attractions were launched in late December.

"This year, we are bringing in new concepts that reflect how customers live, so every SM mall continues to feel personal, meaningful, and worth returning to," added Tan.

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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 26, 2026

JOHN NAI PENG ONG
Chief Finance Officer & Corporate Information Officer