COVER SHEET

AS094-000088

SEC Registration Number

SM PRIME HOLDINGS, INC. AND SUBSIDIARIES

(Company's Full Name)

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

Mr. John Nai Peng C. Ong

(Contact Person)

8831-1000

(Company Telephone Number)

03 03

Month *Day*

(Calendar Period)

17-C

(Form Type)

Month *Day*

(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

Remarks: Please use BLACK ink for scanning purposes.

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. **March 03, 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	**28,781,957,394**
DEBT SECURITIES – RETAIL BOND	**137,896,480,000**

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

**SMX Convention Center Hosts Record Number of Events,
Visitors in 2025**

Pasay City, Philippines [March 03, 2026] – SMX Convention Center, the meetings and exhibitions arm of SM Prime Holdings, Inc. (SM Prime), hosted a record number of events and visitors in 2025, reinforcing its position as the top destination for large-scale events in the country.

Across its eight properties, SMX booked 1,632 events, up 10% from 1,480 in 2024. Booked events during the year were almost evenly divided between Metro Manila and regional venues, reflecting the rising popularity of provincial destinations such as Clark, Bacolod, Davao and Olongapo.

Visitor traffic climbed 34% to 8.54 million from 6.37 million as the expanded lineup of booked events and their strong audience pull translated into higher foot traffic.

“Since the pandemic reopening, we have seen sustained demand not only in Metro Manila but also in key regional destinations.” said Peggy Angeles, Executive Vice President of SM Hotels and Conventions Corporation (SMHCC). “The accessible locations of our venues also encouraged walk-in visitors, particularly for exhibitions and consumer shows open to the public.”

Major events staged at SMX venues in 2025 included flagship trade exhibitions and consumer shows such as PhilConstruct, WOFEX, SIGMA, the Manila International Auto Show and the Travel Tour Expo, along with bridal fairs and large-scale cosplay conventions.

“We are scaling capacity in step with demand, while focusing on developments that complement our current portfolio. This allows us to extend growth beyond the capital and strengthen our presence in key provincial markets,” said Angeles.

In Cebu, SMX Convention Center Seaside Cebu will soon rise. It is poised to become the largest convention center in the Philippines, scheduled to open in the fourth quarter of 2026.

In Pasay City, SMXCITE, or the SMX Center for International Trade and Exhibitions, is under construction within the SM Mall of Asia Complex. The 18,000-square-meter facility is set to open in early 2027 and will be the country’s largest international exhibition venue.

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For further information, please contact:

John Nai Peng C. Ong
Chief Finance Officer
SM Prime Holdings, Inc.
E-mail: john.ong@smprime.com
Tel. no.: 8831.1000 loc. 7886

Forward-looking Statement

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: March 03, 2026

John Nai Peng C. Ong
JOHN NAI PENG ONG
Chief Finance Officer & Corporate Information Officer