



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 18, 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>28,752,183,494</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.

# SM PRIME

## PRESS RELEASE

### SM Prime to Open 90th Philippine Mall, Expands Presence in Mindanao with SM City Zamboanga



*Photo caption: SM City Zamboanga showcases the first corner outdoor LED screen in the city.*

**Pasay City, Philippines [March 18, 2026]** – SM Prime Holdings, Inc. (SM Prime) will open SM City Zamboanga on March 20, marking its 8th mall in Mindanao and its 90th mall in the Philippines and reinforcing its expansion in Mindanao. The four-level development will add more than 42,000 square meters of gross leasable space to Zamboanga City’s retail landscape and is set to open with an exciting line-up of tenants.

Located along Mayor Vitaliano Agan Avenue in Barangay Camino Nuevo, SM City Zamboanga builds on the momentum of SM City Mindpro, which opened in the city in 2020.

“Zamboanga is a strong and growing market. This expansion allows us to broaden our footprint and respond to rising economic activity in the area,” said SM Prime President Jeffrey C. Lim. “With this investment, we also expect to create jobs, support local enterprises and help drive domestic tourism in the region.”

SM City Zamboanga will introduce several first-in-the-city features, including the tallest scenic elevator in Mindanao equipped with LED displays, a corner outdoor LED wall capable of 3D content

The mall will also house Zamboanga’s first electric vehicle charging station, along with sustainability initiatives such as solar panels, a Trash to Cash recycling program and an e-waste collection facility.

Designed to serve the region’s diverse community, the mall will include a Muslim Prayer Room. It will be anchored by major tenants including The SM Store, Mindpro Supermarket, Adidas, Fully Booked, JCO Reserve, and Gashapon from Japan.

Additional features include an indoor garden with a high skylight ceiling and aviary-themed park (Skyplaza), an upgraded Cyberzone, a modernized Food Court, three digital SM Cinemas with two Director's Clubs cinemas, and a dedicated Paw Park.

SM City Zamboanga is approximately 10 minutes from Zamboanga International Airport and five minutes from the Zamboanga City Seaport. It is also within two to three kilometers of City Hall and the downtown area, with access via public and private transport.

With its strategic location and expanded amenities, SM Prime expects SM City Zamboanga to serve as a key commercial and social hub in the region.

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For further information, please contact:

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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: March 18, 2026



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