

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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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)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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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. July 09, 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	28,639,329,694
DEBT SECURITIES – RETAIL BOND	137,896,480,000

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



SM Seaside Cebu Arena Brings World-Class Entertainment to the Visayas



A first look at the iconic facade of the newly built SM Seaside Cebu Arena, set to officially open with its trade launch ahead of the BINI Signals World Tour 2026.

(July 9, 2026, Pasay City, Philippines) SM Prime Holdings, Inc. (SM Prime) formally introduced SM Seaside Cebu Arena to trade, industry and corporate partners on July 9, marking the next phase in the development of its South Road Properties (SRP) estate.

“This arena is part of our long-term vision for Cebu. By creating a world-class platform for live entertainment and large-scale gatherings within SRP, we give local and foreign tourists another reason to visit and stay longer,” said Jeffrey C. Lim, SM Prime president. “More importantly, this investment will generate economic opportunities for local entrepreneurs and nearby communities.”

SM Seaside Cebu Arena has direct access to SM Seaside City Cebu and the upcoming SMX Convention Center Seaside Cebu, Park Inn by Radisson, and Radisson Hotel, creating a comprehensive lifestyle, tourism and business district in the Queen City of the South.

The trade launch drew 400 guests from the events, entertainment, tourism, hospitality and corporate sectors, offering an early look at the venue through an hour long flythrough that highlighted its scale, design and event capabilities.

Designed by award-winning global architecture firm Arquitectonica, the P7-billion arena spans more than seven hectares of gross floor area and can accommodate up to 25,000 guests. Its exterior is defined by wave shaped glass windows, echoing the signature façade of its sister venue, the SM Mall of Asia Arena.

At the center of SM Seaside Cebu Arena is Cebu’s largest and most advanced center-hung display, designed to deliver crystal-clear visuals, immersive sound and real-time data integration

for sports, concerts, electronic dance music (EDM), family entertainment, corporate shows, circus productions and motorsports events.

Aside from being the largest facility of its kind in the Visayas, SM Seaside Cebu Arena offers the most premium live entertainment experience through its Premier Suites.

The venue has 30 luxury Premier Suites located just above the VIP sections. Each suite can accommodate up to 13-31 guests and includes upscale seating, private restrooms and unobstructed views of the event floor. Suite holders and their guests also have access to dedicated VIP lounges, a café and an exclusive entrance.

SM Seaside Cebu Arena will open its major events calendar with the BINI Signals World Tour on July 11. Other upcoming shows include IV of Spades, TJ Monterde and KZ Tandingan, Hillsong Worship and LANY.

“Cebu has long been one of the country’s most dynamic markets. With this arena, we can bring more Filipino and international acts to the Visayas and strengthen the region’s place in the live entertainment circuit,” added Lim.

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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: July 9, 2026

A handwritten signature in black ink, appearing to read "John Nai Peng Ong", written over a horizontal line.

JOHN NAI PENG ONG

Chief Finance Officer & Corporate Information Officer