

COVER SHEET

A	S	0	9	4	-	0	0	0	0	8	8
---	---	---	---	---	---	---	---	---	---	---	---

SEC Registration Number

S	M		P	R	I	M	E		H	O	L	D	I	N	G	S	,		I	N	C	.		A	N	D		S	U
B	S	I	D	I	A	R	I	E	S																				

(Company's Full Name)

7	/	F		M	O	A		S	q	u	a	r	e	,		S	e	a	s	h	e	l	l		L	a	n	e	
c	o	r	.		C	o	r	a	l		W	a	y	,		M	a	l	l		o	f		A	s	i	a		C
o	m	p	l	e	x	,		B	r	g	y	.		7	6		Z	o	n	e		1	0	,		C	B	P	
1	-	A	,		P	a	s	a	y		C	i	t	y	,		M	e	t	r	o		M	a	n	i	l	a	,
P	h	i	l	i	p	p	i	n	e	s																			

Mr. John Nai Peng C. Ong

(Contact Person)

8831-1000

(Company Telephone Number)

0	7	2	3
---	---	---	---

Month Day
(Calendar Period)

1	7	-	C	
---	---	---	---	--

(Form Type)

--	--	--	--

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

--	--	--	--	--	--	--	--	--	--

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. July 23, 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	28,627,365,694
DEBT SECURITIES – RETAIL BOND	137,896,480,000

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

SM PRIME

SM Prime signs 20 shows at SM Seaside Cebu Arena to drive concert economy



First look inside the world-class SM Seaside Cebu Arena.

(July 23, 2026, Pasay City, Philippines) SM Prime Holdings, Inc. (SM Prime) is building a stronger concert economy in the Visayas, with more than 20 major shows lined up at the newly launched SM Seaside Cebu Arena in 2026.

The lineup features Filipino and international acts, live productions, sports events and family entertainment, with some set for their first large-scale performances in the region.

“Our goal is to help Cebu capture a larger share of the live entertainment economy. When major events come to the city, the impact extends beyond the venue. They support tourism, hospitality, transport, retail and the local services that benefit from stronger visitor inflow,” said SM Prime President Jeffrey C. Lim.

According to Lim, the development of SM Seaside Cebu Arena also reflects the post-pandemic shift in consumer behavior experiences.

For Millennials and Gen Z, experiences hold strong appeal because they create lasting memories, are easily shared socially and align with a more intentional approach to wellness, time and spending.

Technology is also fueling growth, with online ticketing platforms improving access and venue systems enhancing the audience experience through better visuals, sound and production quality.

SM Prime is building on both opportunities. In May, the company partnered with global ticketing company Ticketmaster to launch SM Ticketmaster. The venture will replace SM Tickets and combine Ticketmaster's global platform and fraud prevention tools with SM Prime's local operating network.

At the venue level, SM Seaside Cebu Arena features the most advanced center-hung display in the Visayas. The technology gives audiences a clear view of both the live performance and digital replays from every seat, supporting a wide range of events, from sports and concerts to family entertainment, corporate shows, circus productions and motorsports.

SM Seaside Cebu Arena sits within South Road Properties (SRP) and is directly connected to SM Seaside City Cebu, one of the country's largest retail and lifestyle destinations.

The arena will also be linked to the upcoming SMX Convention Center Seaside Cebu, Park Inn by Radisson, and Radisson Hotel, further strengthening SRP as an integrated lifestyle, events and tourism district in the Queen City of the South.

###

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

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 23, 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