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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)

1	1

Month

1	2

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

Total Amount of Borrowings

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. **November 12, 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	**28,429,129,294**
DEBT SECURITIES – RETAIL BOND	**127,896,480,000**

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

SM PRIME

PRESS RELEASE

SM Hotels Expands MOA Complex MICE Portfolio with First Luxury Rooftop Events Venue



(November 12, 2026, Pasay City, Philippines) SM Hotels and Convention Centers (SMHCC), the hospitality arm of SM Prime Holdings, Inc. (SM Prime), is expanding its meetings, incentives, conventions and exhibitions (MICE) portfolio at the SM Mall of Asia (MOA) Complex with the launch of DEWEY at Conrad Manila, the complex's first dedicated luxury rooftop events venue.

The new venue adds a more intimate and exclusive option to the MOA Complex's growing collection of event facilities, catering to private celebrations, corporate gatherings and other special occasions.

DEWEY takes its name from Admiral George Dewey, a prominent historical figure and namesake of Dewey Boulevard, the former name of today's Roxas Boulevard along Manila Bay, Manila's historic waterfront thoroughfare. With panoramic views of Manila Bay and the city skyline, the rooftop venue offers a distinctive alternative to Conrad Manila's traditional ballrooms.

DEWEY accommodates up to 170 guests across flexible indoor and alfresco spaces, making it ideal for sunset weddings, cocktail receptions, private dinners, milestone celebrations and exclusive corporate events. A private elevator provides direct and discreet access to the venue, while helipad access offers an exclusive arrival option for guests.

DEWEY's contemporary design emphasizes understated elegance, allowing the setting to be personalized for different occasions. Guests also benefit from Conrad Manila's signature hospitality, including curated dining experiences and attentive service.

"DEWEY offers something different within the MOA Complex. We wanted to create a space where guests can enjoy the beauty of Manila Bay in a more private, sophisticated setting," said Peggy Angeles, Executive Vice President of SMHCC. "It also complements our existing and upcoming MICE venues so clients have more choices for events of different sizes and formats."

The addition of DEWEY builds on SMHCC's established MICE facilities within the MOA Complex. Conrad Manila offers three ballrooms, while Lanson Place Mall of Asia features the Grand Saffron Ballroom. For larger conventions, exhibitions and corporate events, the complex is home to SMX Convention Center Manila, with SMXCite scheduled to open in 2027.

A key advantage of SMHCC's MICE portfolio is its integration with the MOA Complex's hotels, restaurants, retail and entertainment facilities, allowing event organizers to meet a wide range of requirements within a single estate.

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For further information, please contact:

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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: November 12, 2026



JOHN NAI PENG ONG
Chief Finance Officer & Corporate Information Officer