

Stakeholders	Key Engagement Channels	Concerns	Response
Customers	<ul style="list-style-type: none"> • Customer Feedback • Company Website (Contact Us) • Online Platforms • Dedicated hotlines • Chatbot • Text Hotlines • Customer Satisfaction Surveys • Emails • Customer Lounge - Walk Ins 	<ul style="list-style-type: none"> • Service quality and reliability • Operational concerns Eg. day-to-day transactions, safety, security and Health • Business disruption 	<ul style="list-style-type: none"> • Customer Experience Program • Service Management • Quality Management • Business Process Management • Crisis Management • Lean Six Sigma Projects • Digital transformation • Maintenance of Business Continuity Management Program
Employees	<ul style="list-style-type: none"> • HR Circle • Townhall meetings • Check-ins • Casual chats • Performance evaluations • Mobile apps, email announcements, • group messages for onboarding new employees, and get-togethers • Seasonal Events • Coffee Connections • Offboarding 	<ul style="list-style-type: none"> • Work-life balance • Career advancement • Health and safety • Compensation and Benefits • Employee engagement • Mental well-being 	<ul style="list-style-type: none"> • Total Rewards eg. SM Prime I.D. Pride • SM Life Integration for Employees (LIFE) Talent Management Experience • Employee Volunteerism • Mind You (Webinar series) • Additional work shift/schedule options
Investors and Shareholders	<ul style="list-style-type: none"> • One-on-One Meetings • Conference Call • Non-deal Roadshows and Conferences • Investors' Briefing • Annual Stockholders' Meeting 	<ul style="list-style-type: none"> • Availability of information and ease of access • Access to Senior Management • Disclosure and Transparency 	<ul style="list-style-type: none"> • Maintain good communication between our shareholders and Management • Stockholder Records Updating Campaign

	<ul style="list-style-type: none"> • Property/Site Tours • Company Website (Contact Us) • ESG Rating Agency Surveys and Disclosure 	<ul style="list-style-type: none"> • Shareholder returns 	<p>(print and online publication, website and letter to shareholders by mail)</p> <ul style="list-style-type: none"> • Enhance profitability and regular cash dividends declaration • Timely updates and disclosures of financial and other information • Website Update
Suppliers and Contractors	<ul style="list-style-type: none"> • Periodic Coordination Meetings • Email correspondences • Bidding and accreditation process • Site Ocular and Inspection • Sustainability Assessment survey • Vendor Caravan • Vendor Portals 	<ul style="list-style-type: none"> • Issues on Accreditation and Adherence to Company's requirements • Environmental compliance 	<ul style="list-style-type: none"> • Supplier's Code of Conduct • Transparent bidding and accreditation process • Greening the supply chain • Timely Communication • Adherence to safety requirements • Environmental and social standards compliance
Multi-Sector and Sustainability Partners	<ul style="list-style-type: none"> • Immersions and engagement • Participation and conduct of forums/public consultations • National celebrations 	<ul style="list-style-type: none"> • Support to multi-sector groups • Nation-building activities 	<ul style="list-style-type: none"> • Public private and people partnerships
Local Communities	<ul style="list-style-type: none"> • Dialogues • Conduct of Information, Education and Communication (IEC) Forum 	<ul style="list-style-type: none"> • Public education on safety, health and environment • Livelihood concerns 	<ul style="list-style-type: none"> • Foster collaboration and mutual beneficial relationship • Extend Livelihood, Medical, Health and Education Assistance

	<ul style="list-style-type: none"> • Business-to-Consumer CSR programs • Private Stakeholder Consultation • Sensitivity Trainings 	<ul style="list-style-type: none"> • Promoting inclusivity in property developments 	<ul style="list-style-type: none"> • Incorporating property design and operations more 'inclusive' to the needs of the public
Government Partner and other Regulators	<ul style="list-style-type: none"> • Sector Council Meetings • Coordination Meetings • Email correspondences • Conduct of Information, Education and Communication (IEC) Forum • Regulators audit and/or examination 	<ul style="list-style-type: none"> • Compliance to new and existing regulatory and contractual requirements 	<ul style="list-style-type: none"> • Mutual beneficial relationship • Pro-Environment Development • Prompt response to queries and concerns including participation in audits and compliance checks