Empowering

Communities,

Empowering

Together

SM CARES











































The Story of a Lost Boy

Born from a moment of compassion in 2002—when a young boy on the spectrum was reunited with his family at SM Megamall, SM Cares began with a simple mission: to look after every person who walks through SM's doors.

More than two decades later, that mission continues to be seen, felt, and valued, as SM Cares turns purpose into action creating waves of care through environmental, inclusivity, and nation-building programs nationwide.

With thousands of volunteers and partners working together to protect shared spaces and support communities, SM Cares continues to reaffirm that caring is not just a promise—it is a collective movement driven by purpose. As we carry forward our events and initiatives, we stay committed to creating stories that inspire action and strengthen community impact—because at the heart of everything we do, it will always be about Empowering the Communities... All for You.

To our dear employees,

At the very core of SM's DNA is a simple, restless ambition: **to make a difference.**

This isn't just a corporate goal; it's the heartbeat of an organization built by people who believe that service is a calling.

We've always known that true service is impossible without genuine care.

When we show up for our customers, we aren't just assisting individuals—we are supporting the families and the stories they carry with them.

When we lead with that kind of empathy, we do more than just run a business; we lift up entire communities.

Through **SM Cares**, we've taken that personal passion and turned it into a nationwide force for good.

This report is a testament to what happens when we work with purpose. Whether we are protecting our environment for generations to come or championing a "Mall for All" where every person feels seen and valued, our impact is real and it is growing.

Our heart for service shines brightly because of you—because you are the individuals who **choose to care** every single day.

Thank you for turning our vision into a legacy.

Let's keep building a future we can all be proud of.



Chairman's Message

Mr. Hans T. Sy
Chairman of the Executive Committee
SM Prime Holdings, Inc.



President's Message

2025 was a year defined by meaningful milestones and shared triumphs.

It was a year of celebration as we commemorated the 40th anniversary of SM Supermalls—marking a triumphant four decades of service All For our customers, tenant partners, and the communities we have always sought to empower.

2025 was also a year of redefining what is possible for our Corporate Social Responsibility arm, SM Cares.

Since its inception in 2004, SM Cares has exemplified what can be achieved and celebrated when we put belief into proper, impactful action. Highlighting our wins for last year, our thoughtful programs and initiatives extended SM's heart of service and commitment to our surrounding communities, allowing them to experience our distinct brand of care that goes beyond mere intent.

Through the generosity of our volunteers and the commitment of our partner organizations, more than 50,000 volunteers came together to collect approximately 210,000 kilograms of trash during coastal cleanup activities. We empowered 40,000 young changemakers through the Global Youth Summit and delivered over 70,000 donated books to 88 partner libraries nationwide. These achievements, among the many more you shall read about in this report, affirm that when we bring our resources together, we do more than make a difference—we change lives.

We are thankful for our fellow advocates such as the Autism Society of the Philippines, the Down Syndrome Association of the Philippines Inc., as well as our partners and guides from the government such as the Department of Environment and Natural Resources, the Department of Social Welfare and Development, and the Department of Energy.

Most importantly, our gratitude belongs to you our dear employee volunteers. Your hands have multiplied the generosity we wish to extend to our communities and your dedication has only strengthened our collective resolve to truly make a difference.

While it is difficult to cap off a milestone as momentous as 40 years of distinguished service to our stakeholders, I truly believe that the way we can make those 40 years count even more is to look forward to the future.

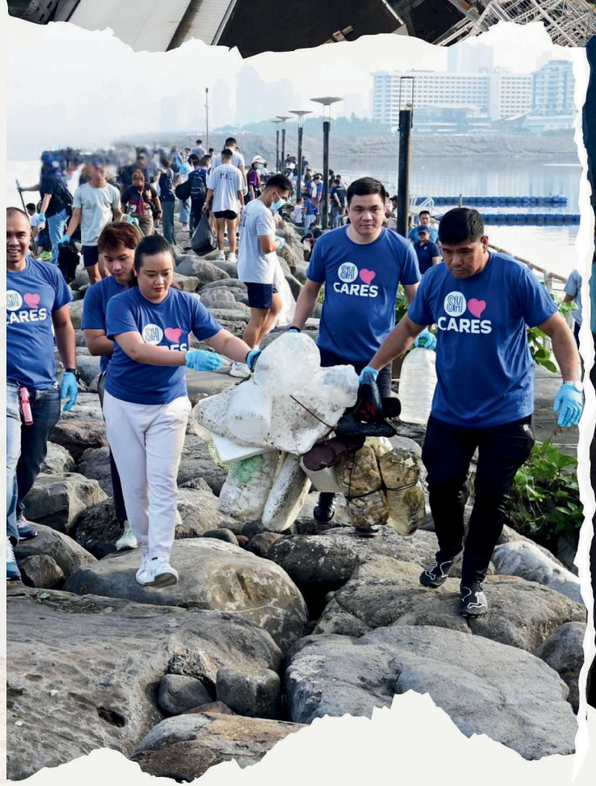
As we look ahead, I am inspired by what the next 40 years can hold—to see how far we can go when our hands and hearts move as one, guided by our shared commitment to care for communities and create meaningful, lasting impact.

Mr. Steven T. Tan
President of SM Supermalls

Environmental Sustainability

Environmental sustainability is at the heart of how SM Cares serves communities and protects the environment. From cleanups and recycling efforts to volunteer-led programs, small actions come together to create lasting impact.







An Hour to Make a *Difference*



SM Mall of Asia participate in the Global Lights Switch Off to raise awareness about climate change.



Customers and advocates from Marikina Run Club take part in a meaningful activity as a symbolic gesture of solidarity and commitment for the planet.



SM Lanang takes part in the annual global initiative with live music, inspiring for change and adopt sustainable practices.



Young volunteers in SM City Butuan spend an hour away from their phones and reconnect with the community.



An electrifying LED dance performance showing the 60+ Earth Hour symbol lights up SM City Clark, emphasizing a broader commitment to environmental protection.



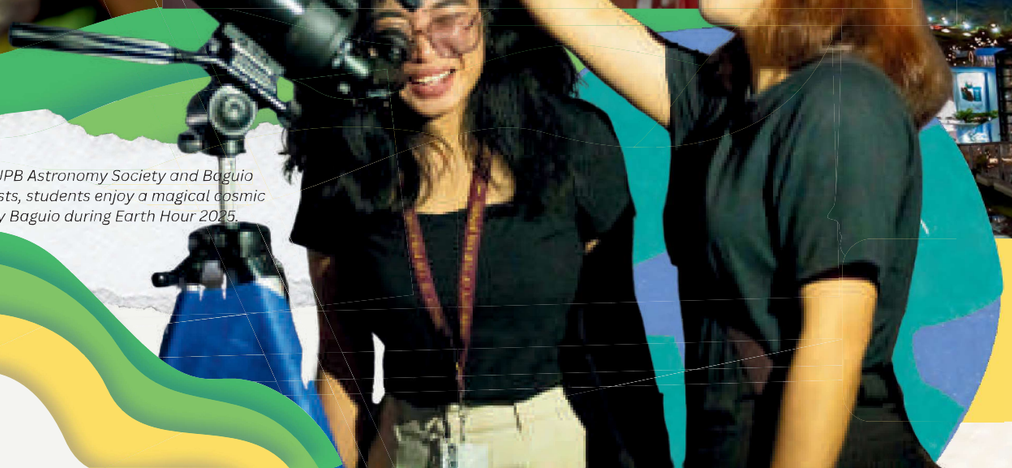
Grooving and glowing, customers in SM City Masinag dance to ignite the community for a greener future.



More than 200 cyclists in the Earth Hour: Go & Glow Bike Challenge 2025 pedal forward to SM City San Mateo, demonstrating a collective effort to promote energy conservation.



SM Seaside City Cebu and the 86 SM Supermalls nationwide give an hour for Earth by turning off non-essential lights during Earth Hour 2025.



In partnership with UPB Astronomy Society and Baguio Astronomy Enthusiasts, students enjoy a magical cosmic experience in SM City Baguio during Earth Hour 2025.

SM Supermalls joined the Global Lights Switch Off, cutting energy use across **87 malls** enough to charge **319,759 smartphones** or recycle **1.4 tons of waste**. For this year's Earth Hour, "Creating the Biggest Hour for Earth", **SM Cares** invited shoppers to spend **60 minutes** on sustainable activities, from music and arts to fitness- turning the hour into a meaningful, eco-friendly experience.



SM Center Dagupan


SM Seaside City Cebu


SM City Tanza


SM City Sta. Mesa



200,000
kilograms of trash collected

51,000
volunteers

Healthy Coasts Build *Resilient Communities*

SM Cares continues to strengthen environmental protection by clearing waste from coasts and waterways. Cleaner coasts help reduce the effects of heavy rainfall while preserving marine habitats for future generations.


SM City Manila


SM CDO Downtown &
SM City Cagayan De Oro


SM City Batangas &
SM City Lipa


SM City General Santos



SM City Legazpi


SM By the Bay

SM City Bacolod

SM Center Ormoc



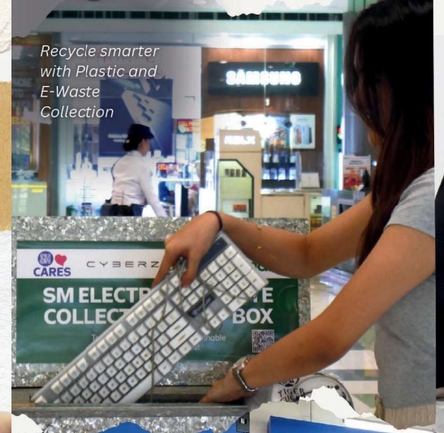


National Day for Youth in Climate Action









Recycle smarter with Plastic and E-Waste Collection





Used tarps are given new life and purpose, while contributing to environmental conservation



An electric vehicle charges at SM North EDSA's Electric Vehicle Charging Station—one of 123 across 69 SM Supermalls nationwide.



Earth Day Run

Making Sustainability Visible and Accessible

In line with its Earth Day, Every Day at SM commitment, malls across the country mounted interactive sustainability campaigns focused on three key pillars: renewable energy, waste management, and creative recycling.



Turn Trash into Treasure at Trash-to-Cash



Join Coastal Cleanups that Protect Our Seas



SM City Tanza powers up with 2,286 solar panels, generating a peak capacity of 1,257.30 kW—part of SM Supermalls' commitment to clean and sustainable energy.

Sustainable Journeys Begin at SM



Total consumption as of 2025:

1,078,384 kWh

80

malls are equipped with EVCS, featuring a total of 168 charging points.

SM Supermalls is powering cleaner travel with 168 EV charging stations, including free charging at 80 malls nationwide. As a Department of Energy-accredited operator, SM bridges charging gaps and promotes low-emission journeys. This initiative positions SM as a leader in sustainable mobility in the Philippines.











Pedal Forward

Shines at SM By the Bay

SM Supermalls is championing bike-friendly spaces across the country through dedicated cycling lanes, secure bike parking, and repair facilities designed to support safe and sustainable mobility. These initiatives make it easier and more convenient for cyclists to choose eco-friendly transport as part of everyday life.



Cyclists enjoy a fun community bike ride at SM City Roxas.

Cyclists take the road at SM City Urdaneta

Pedal Power



SM City Marikina in support of sustainable mobility and active lifestyle.



Kiddie Bike Trail Clinic at SM City Taytay



SM City Olongapo Pedal Power initiative brings together generations.

Kids learn road-sharing and bike safety basics during a Bike Safety Clinic at Book Nook in The Podium

Empowering Wheels this World Bicycle Day

On June 1, SM Cares, with bike groups nationwide, launched Pedal Power at 26 malls to celebrate World Bicycle Day and promote sustainable mobility. Riders of all ages joined the Community Bike Ride & Loop and Bike Safety Clinics, including Kiddie Trail sessions, for safer, greener travel. Participants also joined coastal cleanups in Bataan and Roxas, food distribution in Bacolod, and tree-planting in Marikina, Masinag, Antipolo, and San Mateo. Through these efforts and partnerships, Pedal Power advances SM Cares' commitment to the UN Sustainable Development Goals, proving that simple rides can create meaningful change.



Pedal Power campaign set off from the starting line at SM City Clark



Manila Bike Commuter leads a bike clinic program at SM City North EDSA.

From Trash to Cash

642,878 total kg of recyclables were collected —saving thousands of trees and reducing tons of carbon emissions.



Plastic Waste Collection

REDUCE REUSE RECYCLE

Launched on February 10 at SM Megamall, the PWC Program is a partnership with HOPE and supported by PricewaterhouseCoopers. It aims to reduce plastic waste in landfills and oceans by encouraging proper segregation and supporting the circular economy. Customers may drop off plastics daily at designated blue PWC container vans across 15 malls nationwide.

6,039 kilograms of plastic waste collected









E-Waste Collection

The Electronic Waste Collection (EWC) Program of SM Supermalls enables safe, responsible e-waste disposal while promoting conscious consumerism. Designated drop-off bins in malls nationwide make it easy to turn old gadgets and accessories into resources, with all collected materials properly treated and recycled by accredited partners.



7,808 kg of e-wastes collected

From Sunlight to Shopping: SM Leads in Sustainable Energy

SM Supermalls now operates the largest solar power network in the Philippines—generating over 100 megawatts of peak solar energy. This means that the sun is now helping power your most-loved malls - saving energy for the community, reducing pollution, and creating more sustainable spaces for all.





Largest Solar Power Network

in the Philippines

With over 100 Megawatts of peak solar energy from 200,000 modules across 59 properties, we're building more sustainable spaces nationwide - enough to power 43,000 homes, charge 41.3M phones, or power 413K 30-watt LED bulbs.

Inclusivity

SM Cares champions inclusivity by creating programs and spaces designed to ensure everyone can fully participate and benefit from community and mall activities. Through accessible facilities, specialized services, and supportive events, SM Cares fosters an environment where all individuals are valued, engaged, and empowered.









Lights Up, Sounds Down

SM Cares, SM Cinema, GMA Pictures, and the Autism Society Philippines transformed moviegoing into an empowering experience for children on the autism spectrum, hosting sensory-friendly screenings of Firefly in 10 SM malls with lights up, sounds down, and freedom to move. Families celebrated the inclusive environment that embraced every child's needs, turning a simple film into a moment of joy and acceptance. This initiative stands as a bold statement of SM Cares' unwavering commitment to accessibility, inclusion, and a community where everyone belongs.



Happy Talk

SM Cares and Down Syndrome Association of the Philippines, Inc. united over 600 advocates at SM Southmall for Happy Talk 2025—driving real action for Down syndrome inclusion.

With insights from partners like the National Council on Disability Affairs, the event empowered communities to create safer, more inclusive spaces.

More than a forum, Happy Talk was a movement that provided inclusion begins when people come together and act.





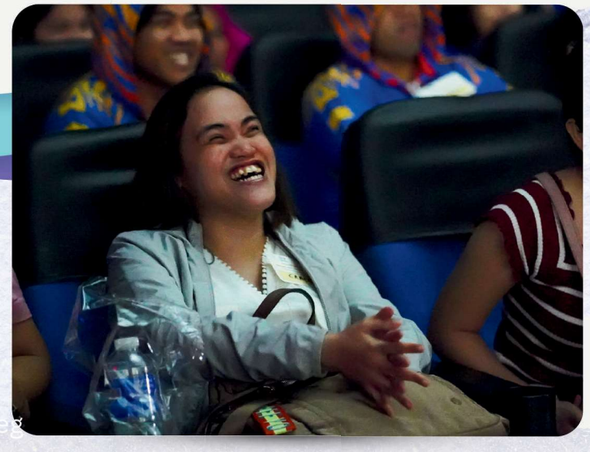




Creating Magical Movie Moments for Visually Impaired Families

Over 2,000 participants enjoyed Movies for the Blind at SM Megamall, SM City Davao, SM City Legazpi, SM City Baguio, SM City Calamba and SM City Cebu, featuring audio-described storytelling led by Project ADAM in partnership with SM Cares, SM Cinema, GMA Pictures, GMA Public Affairs, and Hit Productions, Inc. These screenings, designed for persons who are blind or visually impaired, provide narrated descriptions of scenes and actions, allowing everyone to fully experience the film. Beyond entertainment, the program creates moments of connection and inclusion, helping audiences feel seen, valued, and part of the cinema experience.













Happy Walk

Celebrates Abilities and Inclusion

From nationwide events in Manila, Cebu, Bacolod, and CDO, SM Cares and DSAPI united communities in a movement that goes beyond awareness—it inspires action, gathering over 8,000 attendees nationwide.

At SM Center Ormoc, the celebration took on an active and empowering form through a Run for Down Syndrome Awareness, bringing together families, advocates, and supporters in solidarity for inclusion and acceptance.



SM CDO Downtown joins the community in celebrating dreams, abilities and limitless potential of Natatanging Nilalangs.



SM Center Ormoc, together with the Thursday Night Runners and Little Palm Occupational Therapy Clinic



SM City Cebu's happy walkers

Over 8,000 Attendees nationwide





"SM Cares is honored to continue its long-standing partnership with DSAPI for Happy Walk. Every year, this event reaffirms our commitment to making our malls, and our society, more inclusive and welcoming for all,"

SM Supermalls Senior Asst. Vice President for Marketing and Leasing Hanna Carinna Sy



AweSM employees from SM City Bacolod walk with the Down Syndrome community

Disability Inclusion Grows Nationwide through *ASP Angels Walk for Autism*



Advocates, families, and individuals on the autism spectrum gathered at SM Mall of Asia Arena and across nine SM malls nationwide for ASP Angels Walk for Autism 2025.Led by the Autism Society Philippines with SM Cares, the movement championed acceptance and inclusion bringing communities together in a powerful show of unity.Through inspiring performances and shared stories, the event reinforced one message: inclusion is a commitment we live every day.



Young talents on the autism spectrum take the stage



SM City Iloilo



SM City Davao



SM City Lucena



SM City Tuguegarao



SM City Butuan



SM City Baguio



SM City Bacolod



SM City Lipa



A powerful show of unity at SM Seaside City Cebu

Inclusion Starts with *Greater Understanding*

A series of Sensitivity Training sessions on Assisting Customers with Disabilities was conducted to strengthen the commitment to inclusive and customer-focused service. The trainings provided practical guidance on assisting individuals with conditions such as Down syndrome, visual impairment, mobility challenges, Cerebral Palsy, and ADHD.

Through real-life scenarios and discussions, the sessions emphasized how empathy, awareness, and proper assistance can create a more welcoming experience for every visitor. The trainings reinforced the importance of building spaces where everyone is treated with dignity, respect, and care.











Senior citizens proudly join the "Walk for Life" during the 2025 National Celebration of Elderly Filipino Week at the SM Mall of Asia,



Where Every Generation *Matters*

In partnership with the National Commission of Senior Citizens, SM Cares marked Elderly Filipino Week 2025 at SM Mall of Asia, honoring the vital role of Filipino seniors in nation-building and advancing their inclusion and empowerment. Anchored on the theme "Embracing Age: Living a Life with Dignity and Purpose," the celebration brought together hundreds of senior citizens and partner organizations for a day of wellness services, meaningful activities, and community connection—reaffirming SM Cares' commitment to supporting active, healthy, and purpose-driven aging.

Joyful smiles and timeless stories fill the air



Hundreds of senior citizens participated in a vibrant Zumba session





Participants with their emergency go-bags

SM Cares Leads *Inclusive Emergency Preparedness* Forum

Over 2,500 participants attended the forum



SM City Cebu

Held nationwide in celebration of National Disaster Resilience Month, the Emergency Preparedness Forum mobilized over 2,500 participants turning preparedness into action. Through expert-led, region-specific training and emergency go-bags, the forum equipped senior citizens and persons with disabilities with life-saving skills, strengthening a decade-long initiative that has empowered over 12,000 Filipinos through unified government and community effort.



SM City Davao



SM City Sorsogon



SM City Legazpi





Practical survival skills





SM Seaside City Cebu







A mall experience made gentler, calmer, and more caring. 💙

Developed in partnership with the Department of Social Welfare and Development and the National Council on Disability Affairs, and with guidance from Autism Society Philippines and diverse disability communities and specialists, this pioneering initiative sets a new benchmark for inclusion, accessibility, and empathy for neurodiverse communities.







DSWD Secretary Rex Gatchalian, National Council on Disability Affairs Executive Director Glenda Relova and SM Supermalls President Steven Tan

First-Ever *Sensory Lab* Opens at SM Supermalls

the country's first sensory-friendly space for individuals on the spectrum



Nation Building

Nation building begins with care for people, families, and communities. Through initiatives that honor women, promote maternal and breast health, empower youth through learning and leadership, uplift schools, spread hope, and respond in times of disaster, SM Cares helps strengthen the foundations of everyday Filipino life.

Building a Culture of *Belonging*





In celebration of National Disability Rights Week, SM Cares continues to lead initiatives that bring communities together, from signature events that gather thousands to advocacy programs focused on resilience and education, promoting a more inclusive and compassionate society for all.

Support that *Matters*



For World Cerebral Palsy Day, SM Cares and CEFASG-PH unite to support children with cerebral palsy and their families. Therapy sessions, workshops, and medical check-ups in SM malls bring care and community closer—ensuring every child can thrive.







The iconic SM Mall of Asia Globe lights up in purple to celebrate gender equality, together with SM Cares, United Nations Philippines, and the Philippine Commission on Women.

Honoring Women Who *Protect, Prepare, and Lead*





SM Prime Holdings Vice President Jessica Bianca Sy emphasizes the significance of empowering women in our communities



In recognition of National Women's Month, SM Cares strengthened its commitment to building safer and more inclusive communities through its Safe Spaces Training for employees, tenants, and agency personnel. The program reinforces awareness, preparedness, and respectful environments within mall spaces in ensuring that safety is everyone's shared responsibility.

SM Cares also continues its nationwide Women on Fire initiative, honoring women leaders in fire prevention, disaster response, and community safety. Through strategic partnerships, the program has reached over 25,000 participants, highlighting the vital role of women in building more resilient and empowered communities.



SM Megamall's Time Sculpture turns purple in support of women empowerment.







Partnering for Maternal and Child Health



Breastfeeding advocates donate human milk, helping ensure that premature and medically vulnerable infants receive the essential nutrition they need to thrive.

A health professional explains the safe collection and storage of human milk at the SM Human Milk Depot.



All eligible malls have achieved mother-baby friendly certification from the Department of Health, reinforcing a commitment to safe and inclusive spaces for mothers and children. Building on this, SM Cares together with the Department of Health, Dr. Jose Fabella Memorial Hospital, and the Human Milk Bank Association of the Philippines launched the SM Human Milk Depot Initiative.

The program ensures safe donor milk is collected, processed, and distributed through accredited Human Milk Banks, providing life-saving support to infants, especially during emergencies. Starting at SM City San Lazaro and SM City Manila, it aims to expand nationwide and strengthen breastfeeding-friendly communities.









SM City Davao

Hope Shines in Pink



A walk of courage grace the Pink Runway at SM City Davao



The Pink Tote Exhibit at SM City Cebu honors the strength of breast cancer warriors and survivors, inspiring hope and awareness in every stitch and story.

In celebration of Breast Cancer Awareness Month, a nation came together in pink. ❤ Through its Pink October 2025 campaign, a month-long series of mall activities, SM Cares united communities nationwide, raising awareness, promoting early detection, and supporting breast cancer survivors, warriors, and advocates.



The SM Mall of Asia Globe lights up in pink, shining a beacon of hope for breast cancer awareness.



The Cube at SM Seaside City Cebu glows in pink during Breast Cancer Awareness Month.

Creating DOH-accredited Spaces for every

Mother and Child







100% of eligible malls are accredited as a mother-baby friendly certification by the Department of Health, reaffirming the company's dedication to providing safe and inclusive spaces for mothers and their children.

Read, Discover, Connect

Book Nook Celebrates Global and Local Tales



PBB Big Winner Mika Salamanca brings stories to life at Book Nook, inspiring young readers to imagine, dream, and explore the joy of books.



Howie Severino leads the first learning session at SM City North Edsa's Book Nook, sharing the cultural significance of Baybayin and its role in preserving Filipino identity.



Discover the joy of reading at **Book Nook** in SM Aura, The Podium, and SM North EDSA, where stories and creativity bring communities together. The space invites readers of all ages to explore new perspectives and heritage. Through shared stories, Book Nook celebrates reading while fostering connections across communities. This introduces the first **Australia Corner** in Manila, featuring children's books, novels, and educational materials from Australia.



Book Nook Pioneer Ms. Shereen Sy shares an engaging and heartfelt conversation, highlighting the power of stories to connect and inspire communities.



SM Supermalls President Steven Tan, Book Nook Pioneer Architect Shereen Sy and Australian Ambassador HK Yu unveiled the first Australia Corner in Manila at The Podium.

The vibrant arts and craft session at Book Nook SM Aura

Director Cesar Gilbert Q. Adriano, National Library of the Philippines

SM Book Nook Reading Festival ribbon cutting

National Artist for Literature Virgilio Almario (Rio Alma)

Turning Pages, Changing Lives: SM Book Nook and National Library of the Philippines Unite for Nationwide Book Donation Drive at SM Supermalls.

Over 3000 participants for 51 activities

SM City Novaliches joins the nationwide Book Nook Book Donation Drive, turning over boxes of pre-loved books to local communities and schools to spread the joy of reading and learning.

55 activities





over 4,000 participants



Book Nook honors librarians nationwide who champion the love of reading and transform libraries into vibrant centers of learning.



SM City Bacolod and its community delivers 5,600+ books to the Provincial Library of Negros Occidental — bringing stories closer to the community.

over 70,000 pre-loved books collected across 88 SM malls nationwide.



Youth Leading the Way:

Global Youth Summit Unites Changemakers Nationwide



Jessica Soho engages youth at the Global Youth Summit 2025, encouraging them to uphold peace, justice, and integrity as pillars of strong and inclusive communities.



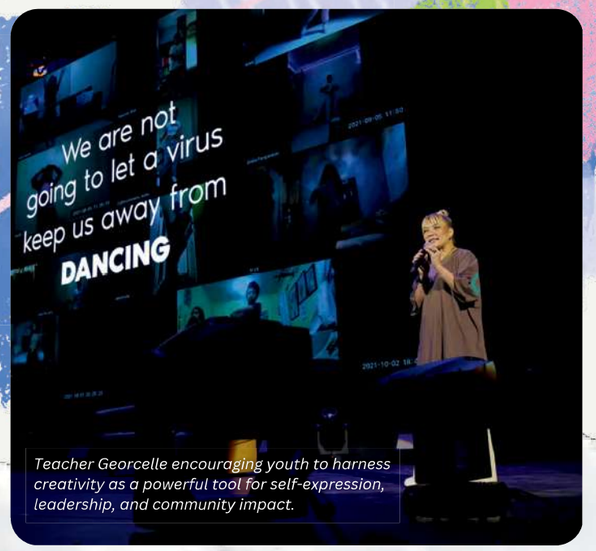
Jessica Sy, SM Sustainability Champion, addresses youth leaders at GYS 2025



Winwyn Marquez advocates for gender equality



Edward Barber connects with the youth at GYS 2025



Teacher Georcelle encouraging youth to harness creativity as a powerful tool for self-expression, leadership, and community impact.





The **Global Youth Summit 2025** united at SM Mall of Asia Arena and online, empowering them to take action toward the **17 United Nations Sustainable Development Goals (SDGs)**. Keynote speakers and performances from Jessica Sy, Winwyn Marquez, Teacher Georcelle, Edward Barber, Jessica Soho, Matthew Ifield, NU Dance Company, Over October, and Hori7on inspired youth to lead with purpose, creativity, and social impact. Following the Manila event, the initiative continues across **16 provincial legs**, giving more Filipino youth the opportunity to pitch solutions, engage communities, and drive inclusive, sustainable change.

Over 40,000 young leaders attended nationwide


SM Center Pulilan


SM City Puerto Princesa


SM City Bacolod



SM Seaside City Cebu


SM Southmall


SM City Bacoor



SM Lanang Premier


SM Center Dagupan



SM CDO Downtown

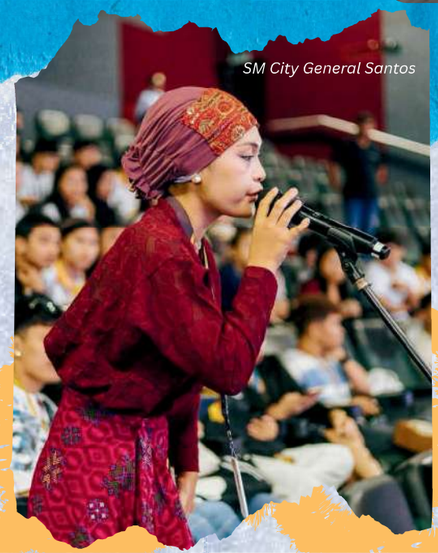

SM City San Pablo


SM City Butuan


SM City Bataan


SM City San Lazaro


SM City Iloilo


SM City General Santos


SM City Santo Tomas

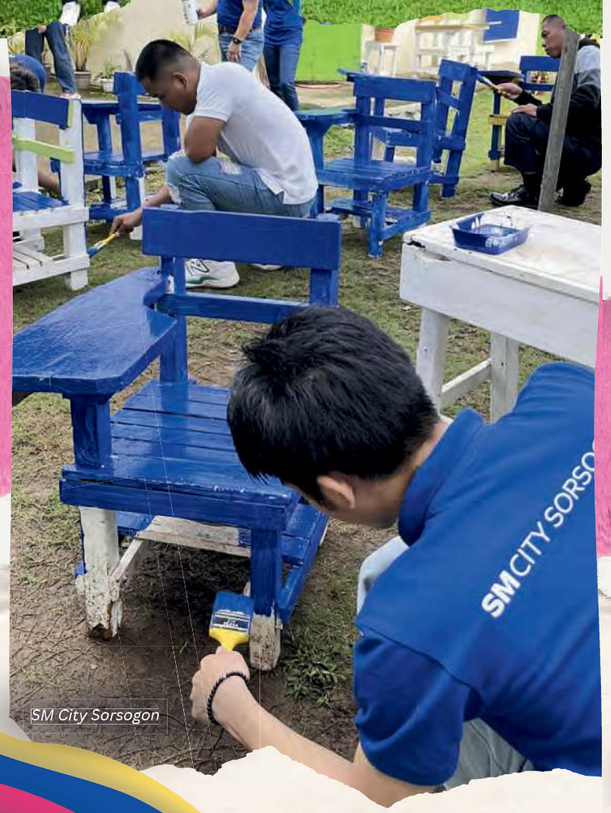
Community at Work

Brigada Eskwela

With the theme **“Nagkakaisa para sa Handa at Ligtas na Pagbabalik Eskwela,”** SM employee volunteers worked together to improve school facilities, strengthening unity, pride, and a shared commitment to quality education.



SM Center Pasig



SM City Sorsogon


SM City Mindpro


SM North EDSA


SM City Baliwag

Reel to Real Impact

SM Cares has launched **"From Reel to Real Stories: HOPE in a Movie"**, a nationwide campaign turning everyday cinema visits into support for public school classrooms. In partnership with **Generation HOPE** and the **Department of Education (DepEd)**, a portion of every **SM Cinema** ticket sold will fund the construction of **10 public school classrooms** over the next three years.











All SM malls across the country light up in green to symbolize hope and unity

SM employees in Cebu also receive Kalinga Packs

All SM Malls Unite: Lighting Hope for Cebu

In response to Typhoon Tino, SM Supermalls, through SM Foundation and SM Cares, launched the nationwide "All SM Malls Unite for Cebu" campaign to help support affected communities. The initiative was marked by a symbolic green lighting across all SM malls—led by SM City Cebu—signaling hope, unity, and the Filipino spirit of bayanihan. During the launch, 200 Bundles of Hope were also turned over to first responders from local disaster, fire, and police offices in recognition of their service.

Beyond the symbolic gesture, SM provided real support through more than 8,000 Kalinga Packs, nationwide in-mall donation drives, and mobile medical clinics deployed in affected areas, helping bring relief and care to communities in Cebu. The campaign reflects SM's ongoing commitment to disaster response and long-term recovery, where every act of support helps communities rebuild and move forward.



Mallgoers participate in SM's nationwide donation drive, with cash donation booths set up in all 89 SM malls to raise funds for Cebu's relief



A heartwarming initiative by SM City Cebu, delivering Bundles of Hope to Cebu's first responders



The SM Foundation Mobile Clinic provides free medical consultations, and basic healthcare services,



Spread Cheer with SM Besties of Joy

SM Supermalls ended 2025 with a successful run of its annual charity initiative, turning everyday purchases into gifts for children nationwide. Led by its corporate social responsibility arm SM Cares, the Besties of Joy campaign distributed over 50,000 pairs of Besties to 72 communities across the Philippines.

Now on its 12th year, the program introduced Hannie, Nana, Rumi, and Tala, marking its strongest character debut since 2012. With support from mallgoers and partners, the campaign reinforced its simple promise: every purchase helps bring joy to a child.

"The Besties of Joy remind us that the true spirit of Christmas lies in friendship and giving. Every hug shared is a reminder that small acts of kindness can make the world feel warmer and more connected."

Mr. Steven Tan, President of SM Supermalls

Meet Hannie, Rumi, Tala, and Nana, four cuddly companions that brightened the Christmas season. Kindness, friendship, and connection become the most meaningful gifts of all.



50,000
pairs of besties

72
communities





International
Awards & Recognition





The Stevie Awards 2025

- Silver for Saving Energy (SM Cares' Energy Efficiency Journey)
- Silver Award for Innovation in Community Relations or Public Service Communications (SM Cares' Book Nook)
- Silver for Innovative Achievement in Corporate Social Responsibility (SM Cares' Innovative CSR Impact)
- Bronze for Climate Protection and Sustainability Campaign of the Year (SM Cares' Global Youth Summit)

2025 International Business Awards

- Silver for CSR Program of the Year (SM Cares' Mall for All)
- Silver for Sustainability Initiative of the Year in Asia, Australia, and New Zealand (SM Cares' Coastal Cleanup)
- Bronze for Achievement in CSR (SM Cares' Book Nook)

Together with SM Group and SM China, SM's total haul reaches 21 international accolades, celebrating excellence in community, sustainability, and innovation.



ASIA PACIFIC **Tambuli Awards**

Purpose meets impact! SM Supermalls wins 2 Silver Tambuli Awards for 'Greener Every Step' and 'A Mall for All,' proving that sustainable and inclusive retail isn't just good for communities, it's good business!

SM Cares' Mall for All (Silver) for Inclusive Growth
Greener Every Step: SM Supermalls Sustainability Breakthrough (Silver) for Care for the Environment



Local

Awards & Recognition



Global Youth Summit

This recognition celebrates SM Cares' commitment to empowering the next generation and building a brighter future.





National Council on Disability Affairs (NCDA) Partners' Recognition Award - SM Supermalls

Barrier-Free Environment Award
Rights Promotions & Advocacy Award
Assistive Technology & Innovation Award
Champion of Inclusion Award
Emerging Inclusive Program Award

At the NCDA Partners' Awards Recognition, SM Supermalls took home five of the night's most prestigious honors. From Rights Promotion and Advocacy to Barrier-Free Environment, the company's work for persons with disablities has been seen.



NATIONAL BIKE DAY
ISKANG DAAN, ISANG KINABUKASAN
COMMUNITY RECOGNITION

Driven by its vision for a more biker-inclusive future, SM Supermalls achieved a record-breaking 35 recognitions from the DOTr and the 2025 Mobility Awards. From a pandemic response to a nationwide movement, SM continues to encourage mobility through safer and sustainable spaces for every Filipino.

DOTr National Bicycle Day Awards and Recognition

Community Award for Notable Development by the Private Sector
SM Supermalls Sustainable Mobility and Bike-Friendly Program

Community Award for Notable Advocacy Program
Pedal Power 2025

Private Sector Champion for Sustainable Mobility
SM Supermalls

Bicycle-Friendly Large Commercial Establishments 2025

Gold – SM City Marikina (Top 1) **Silver -** SM Mall of Asia (Top 2)

Silver
SM City Sto. Tomas
SM Seaside City Cebu
SM City East Ortigas
SM City Taytay
SM City Baliwag
SM Center Pasig
SM North EDSA
SM J Mall
SM Aura
SM Center Angono

Bronze
SM City Clark
SM Megamall
SM City San Lazaro
SM City Bacolod
SM City Trece Martires
MOA Square
The Podium
SM City Sucat
SM Lanang
SM City Baguio
SM Center Pulilan
SM City Santa Rosa
SM City Laoag
SM Center Las Piñas
SM City Puerto Princesa
SM Center Antipolo Downtown
SM City Tanza
SM City Roxas
SM City Iloilo
SM City Bacoor



MARKETING-INTERACTIVE
MARKETING EXCELLENCE AWARDS 2025

SM Cares' Coastal Cleanups

This recognition celebrates SM's commitment to sustainable practices and meaningful community impact. Through programs like Coastal Cleanup, the company proves that environmental stewardship and public engagement go hand in hand.









At SM Cares, empowering communities is at the heart of everything we do. More than anything, creating valuable and impactful results all for Filipinos is what drives our determination to continually redefine what more can be done.

It is this belief that guides our advocacies—bringing people together to create spaces that are inclusive, sustainable, and responsive to the needs of those we serve.

This journey is made possible by the volunteers who give their time and heart, and by partners who share our commitment to care. As we move forward, we invite more individuals and organizations to be part of this collective effort—to collaborate, co-lead, and help shape advocacy programs that create meaningful change.

Together, through shared purpose and action, we can empower more communities and continue building a future defined by care, inclusion, and opportunity.

The Team Behind SM Cares



Ms. Hanna Carinna Sy
Senior Asst. Vice President for Marketing and Leasing and SM Cares Ambassador for Children and the Youth



Mr. Steven Tan
President



Ar. Shereen T. Sy
Book Nook Pioneer



Mr. Joaquin San Agustin
Executive Vice President for Marketing



Engr. Junias Eusebio
Vice President for Mall Operations



Mr. Royston Cabuñag
Program Director for Children and Youth



Engr. Liza Silerio
Program Director for Environment and Sustainability



Atty. Pearly Joan Turley
Program Director for Women and Breastfeeding Mothers



SM Cares

Empowering Lives, Strengthening Communities

SM Cares is committed to empowering communities by championing inclusive and sustainable advocacies that create meaningful impact. Through initiatives supporting persons with disabilities, senior citizens, women empowerment, breastfeeding awareness, bike-friendly mobility, environmental sustainability, and youth development, it fosters opportunities for participation, health, and growth. By collaborating with partners and local communities, SM Cares helps build more accessible, nurturing, and active spaces for all. These efforts continue to inspire empowered communities that are resilient, inclusive, and future-ready.

Learn more here:
https://www.smsupermalls.com/smcares

Connect with us!

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PUERTO PRINCESA CITY









breastfeeding station