

SM Supermalls bags top honor at 2026 Asia-Pacific Stevie Awards

Recognized as the Organization of the Year, SM Supermalls wins 30 awards across diverse categories

SM Supermalls continues to raise the bar for customer excellence after being named Organization of the Year at the 2026 Asia-Pacific Stevie Awards, one of the region's most prestigious programs recognizing innovation in business.

The win marks the second time SM Supermalls has received the prestigious honor, earning a total of 52 award points across Gold, Silver, and Bronze Stevie recognitions. The achievement highlights the company's sustained commitment to delivering meaningful, innovative, and customer-first experiences across its most-loved malls.

"On behalf of SM Supermalls in the Philippines and China, we would like to thank the Asia-Pacific Stevie Awards for this honor. This is a testament to how we continue to evolve and innovate to deliver a truly maxed-out experience for our customers," said SM Supermalls Executive Vice President Joaquin L. San Agustin, who accepted the recognition.

"We dedicate this to the millions of our customers back home, as well as to our tenant partners and employees who make these experiences possible."

DRIVING SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP

SM Supermalls continues to embed sustainability into its core operations through impactful initiatives such as SM Green Movement, International Coastal Cleanup 2025, Powered by the Sun, and Save Water.

These programs highlight the company's long-term commitment to environmental responsibility—encouraging everyday action while building greener, more resilient communities, especially in times of crisis.

CHAMPIONING SOCIAL GOOD AND INCLUSIVE COMMUNITIES

Beyond environmental efforts, purpose-driven initiatives remain at the heart of SM Supermalls' mission. Programs like Mall for All, Empowering



Aside from the Organization of the Year recognition, SM Supermalls also four Gold, 13 Silver, and 13 Bronze Stevies.

Communities, Empowering Together, and SM Job Fairs create meaningful opportunities for Filipinos, while Movies for the Blind ensures that mall experiences are inclusive and accessible to all.

Together, these initiatives reflect SM Supermalls' role as a space where communities come together and where everyone can truly Gala To The Max.

CELEBRATING LOCAL ARTS, CULTURE, AND CREATIVITY

SM Supermalls continues to bring culture and creativity closer to communities through initiatives such as Mindanao Art, Philippine International Pyromusical Competition, Konnichiwa Japan, Amazing North, and Art from All.

These programs transform mall spaces into vibrant cultural destinations—where stories are shared, traditions are celebrated, and creativity thrives across your most-loved SM Supermalls.

EMPOWERING YOUTH AND STRENGTHENING FAMILY CONNECTIONS

Creating spaces for young talents and families to grow remains a key focus. Initiatives like SM Super Spelling Bee, SM Little Stars, and Besties of Joy provide platforms that inspire learning, creativity, and connection.

Through these programs, SM Supermalls continues to nurture the next generation while strengthening family bonds—making every visit a chance to enjoy a maxed-out experience together.

EXPANDING DESTINATIONS AND ELEVATING EXPERIENCES

SM Supermalls' continuous growth is anchored in thoughtful, community-driven development. The recognition of SM City Laoag and SM City La Union's Opening in 2025 highlights the company's continued expansion across the country.

Meanwhile, initiatives such as SM City La Union's Translating Local Identity into Purpose-led Brand Experience and its Mallseum showcase how each development reflects the unique identity and heritage of its locale.

From large-scale spectacles to everyday engagement, SM Supermalls continues to redefine the mall experience. Crowd-favorite activations such as SM Active Hub, Pride Pheerayde, and SM Mall of Asia Night of Lights bring communities together through dynamic and immersive events.

These experiences embody the brand's commitment to creating moments that go beyond

shopping—inviting everyone to Gala To The Max in every visit.

EXTENDING INNOVATION ACROSS SM CHINA

Beyond the Philippines, SM Supermalls' excellence is mirrored in its China portfolio through locally resonant, highly engaging campaigns. Initiatives such as SM City Zibo: Let's Wave, SM City Tianjin: Three Color Sports 6.0, and SM City Yangzhou: Mango Vibes Only highlight the brand's ability to create vibrant, lifestyle-driven experiences tailored to diverse communities.

Seasonal and cultural storytelling also took center stage with SM City Xiamen: Chinese New Year with Songxi Woodblock Prints and SM City Chengdu: The Frog Prince, blending tradition and creativity to deliver immersive mall experiences.

Meanwhile, SM City Jinjiang: Beat That Stress! showcases innovative wellness-driven engagement, while SM Haicang: Grand Opening reflects the continued expansion and growing footprint of SM Supermalls in the region.

Together, these initiatives underscore SM Supermalls' strength as a regional brand—capable of delivering impactful, culturally relevant, and truly maxed-out experiences across markets.



From solar-powered rooftops to coastal cleanups and water conservation initiatives, SM Supermalls continues to lead with purpose—championing sustainable practices that empower communities and create a greener future across your most-loved SM Supermalls.



Young talents take center stage at your most-loved SM Supermalls through programs like SM Super Spelling Bee, SM Little Stars, and Besties of Joy, creating moments where families connect, and kids shine in a truly maxed-out experience.



From the grand opening of SM City Laoag to purpose-led spaces like the Mallseum in SM City La Union, SM Supermalls continues to shape vibrant destinations where communities can gather, explore, and Gala To The Max.



Through initiatives like Movies for the Blind and nationwide job fairs, SM Supermalls continues to open doors—creating inclusive spaces where opportunities and experiences are accessible to all.



From colorful festivals to world-class spectacles like the Philippine International Pyromusical Competition, SM Supermalls transforms everyday spaces into cultural stages where creativity and community come alive.



SM Supermalls Executive Vice President for Marketing Joaquin L. San Agustin (third from right) and Senior Assistant Vice President for China Marketing Vivian Chen (second from right) led the company's delegation in Macao.



A burst of color and energy takes over SM Yangzhou with Mango Vibes Only, bringing together music, community, and immersive experiences that reflect SM Supermalls' vibrant spirit across borders.



A whimsical, family-friendly experience unfolds at SM Chengdu with The Frog Prince, blending storytelling and interactive play to create magical, maxed-out moments for all ages.



Wellness meets fun at SM Jinjiang, where playful installations and engaging activities invite mallgoers to unwind, recharge, and enjoy a lighthearted escape.