

AS094-000088

SEC Registration Number

SM PRIME HOLDINGS, INC. AND SUBSIDIARIES

(Company's Full Name)

10th Floor Mall of Asia Arena Annex Building, Coral Way cor. J.W. Diokno Blvd., Mall of Asia Complex, Brgy. 76 Zone 10, CBP-1A, Pasay City 1300

Mr. John Nai Peng C. Ong

(Contact Person)

831-1000

(Company Telephone Number)

09 11
Month Day
(Calendar Period)

17-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. September 11, 2019
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
Only)

6. (SEC Use

Province, country or other jurisdiction
of incorporation

Industry Classification Code:

7. 10th Floor Mall of Asia Arena Annex Building, Coral Way cor. J.W. Diokno Blvd., Mall
of Asia Complex, Brgy. 76, Zone 10, CBP-1A, Pasay City, Philippines
1300

Address of principal office

Postal Code

8. (632) 831-1000
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

28,879,231,694

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



PRESS RELEASE

SM Prime opens SM City Olongapo Central



(11 September 2019, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the largest integrated property developers in Southeast Asia, will open this Friday, September 13, its newest mall in Olongapo City, the SM City Olongapo Central. This will be the Company's second lifestyle mall in the first-class highly urbanized City of Olongapo in Zambales and will add 72,000 square meter (sqm.) of gross floor area (GFA) in its mall portfolio.

“Olongapo City remains as one of the fastest growing cities in Central Luzon creating a wonderful synergy on economical and sustainable development. SM City Olongapo Central will not only enhance the beauty of this thriving city, and its province, but will also create more jobs and business opportunities to locals who aspire to grow with our Company,” SM Prime President Jeffrey C. Lim said.

Situated in Olongapo's primary business district, along the bustling Rizal Avenue in Barangay East Tapinac, SM City Olongapo Central is a four-story shopping, dining and entertainment mall highlighted with well-loved SM brands such as SM Supermarket, The SM Store, Our Home,

Watsons, Uniqlo, Surplus, Sport Central, SM Appliance Center, Ace Hardware, Banco de Oro and China Bank.

SM City Olongapo Central, which will open with 85% of space lease-awarded, will also serve as an ideal avenue for communities from neighboring towns and provinces to converge and enjoy a refreshing and holistic urban lifestyle experience topped with modern amenities including a Food Hall, Cyberzone, Wellness Zone, six digital cinemas, a convention center, more than 700 carpark slots, and a sports entertainment venue.

SM Prime remains committed to its role as a catalyst for economic growth, delivering innovative and sustainable lifestyle cities, thereby enriching the quality of life of millions of people.

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For further information, please contact:

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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: September 11, 2019



TERESA CECILIA H. REYES
Vice President - Finance