



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. March 16, 2020  
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      Industry Classification Code:  
incorporation
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) 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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>28,879,231,694</b>
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.

## **Material Information / Transactions**

### **SM Prime's Response to SEC Notice on the COVID-19 Pandemic**

**(16 March 2020, Pasay City, Philippines)** In light of the concerns on the spread of COVID-19 and the recent declaration of state policies including community quarantine, [SM Prime Holdings, Inc.](#) (SM Prime), assures all its stakeholders that the Company will be in full support of the preventive measures outlined by the national and local government to help mitigate the spread of the COVID-19 (coronavirus) disease.

SM Prime will close all its Metro Manila malls starting today, March 16, 2020, until further notice. However, establishments that offer basic necessities such as supermarkets, banks, pharmacies, hardware and select restaurants that offer home delivery and takeout and other essentials will remain open from 11am until 7pm, Monday to Sunday.

For the employees, SM Prime is developing alternative work schemes and ways of collaboration, through digital conferencing. As additional measures, preventive tools, including face masks and alcohol disinfectants are procured. Further, strict adherence to protocols and self-quarantine are being observed for those with travel history.

For the business partners, SM Prime is currently evaluating business trends and impact of this pandemic to deliver win-win solutions. Logistics and deliveries are limited to designated areas in our establishments. Business continuity management systems are in place for immediate implementation, if needed.

SM Prime has intensified preventive measures overtime, comprising of adjusted mall hours and sanitation efforts. To promote social distancing, events and mass gatherings have been postponed in hotels, convention centers, trade halls and MOA arena.

SM Prime assures the public that its stakeholders' wellbeing is its utmost priority and the Company will continue supporting the government's preventive measures to help contain the spread of COVID-19, while continuously providing necessary services to its stakeholders.

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#### **For further information, please contact:**

Alexander Pomento  
Vice President, Investor Relations  
SM Prime Holdings, Inc.  
E-mail: [alex.pomento@smprime.com](mailto:alex.pomento@smprime.com)  
Tel. no.: +632 8862 7940


## 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: March 16, 2020

  
**TERESA CECILIA H. REYES**  
**Vice President – Finance**