

COVER SHEET

A	S	0	9	4	-	0	0	0	0	8	8
---	---	---	---	---	---	---	---	---	---	---	---

SEC Registration Number

S	M		P	R	I	M	E		H	O	L	D	I	N	G	S	,		I	N	C	.		A	N	D		S	U	B	S	I
D	I	A	R	I	E	S																										

(Company's Full Name)

1	0	t	h		F	l	o	o	r		M	a	l	l		o	f		A	s	i	a		A	r	e	n	a		A	n	n
e	x		B	u	i	l	d	i	n	g	,		C	o	r	a	l		W	a	y		c	o	r	.		J	.	W	.	
D	i	o	k	n	o		B	l	v	d	.	,		M	a	l	l		o	f		A	s	i	a		C	o	m	p	l	e
x	,		B	r	g	y	.		7	6		Z	o	n	e		1	0	,		C	B	P	-	1	A	,		P	a	s	a
y		C	i	t	y		1	3	0	0																						

Mr. Jeffrey C. Lim

(Contact Person)

831-1000

(Company Telephone Number)

0	3		3	0
---	---	--	---	---

Month Day
(Calendar Period)

1	7	-	C	
---	---	---	---	--

(Form Type)

--	--	--	--	--

Month Day
(Annual Meeting)

--

(Secondary License Type, If Applicable)

--

Dept. Requiring this Doc.

--

Amended Articles Number/Section

--

Total No. of Stockholders

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. March 30, 2015
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 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	28,879,137,294
.....	
.....	
.....	

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



March 30, 2015

The Philippine Stock Exchange, Inc.
3F Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention of Ms. Janet A. Encarnacion
Head - Disclosure Department

Gentlemen:

This refers to the news article entitled “SM ‘open’ to regional airport PPPs” published in the March 29, 2015 issue of BusinessWorld Online. The article reported in part that:

“SM Group may join the bidding for contracts to develop, operate and maintain (O&M) five key regional airports cumulatively worth some P108.19 billion under the government’s public-private partnership (PPP) program, the son of the country’s richest man Henry Sy, Sr. said late last week.

‘I would say I’m open,’ SM Prime Holdings, Inc. President Hans T. Sy said in an interview on the sidelines of an event in Pasay City last Friday when asked if the group is interested to bid for the bundled airport projects.

Mr. Sy, however, clarified that submission of a bid would depend on ‘terms, conditions and pricing’ of the projects.

....

The regional airports for auction have been grouped into two bundles, the first consisting of Bacolod-Silay Airport (P20.26 billion) and Iloilo Airport (P30.40 billion), and the second made up of New Bohol (Panglao) Airport (P2.34 billion), Laguindingan Airport (P14.62 billion) and Davao Airport (P40.57 billion).

....

‘The one in Cebu became attractive to me because there are opportunities to put up shopping malls beside it. It’s case to case,’ Mr. Sy explained.

‘There are other airports that are very small -- meant only for servicing airlines. That one, I should say, won’t get our interest,’ he added.

....”

We confirm the veracity of the above-quoted news article.

Very truly yours,

A handwritten signature in black ink that reads 'Teresa Cecilia H. Reyes'.

TERESA CECILIA H. REYES
Vice President – Finance

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 30, 2015



TERESA CECILIA H. REYES
Vice President – Finance