

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 4 0 6

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

 S T A M P S

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. April 6, 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.



April 6, 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 Group plans to build micro cities around shopping malls” posted in the Manila Bulletin (Internet Edition) on April 1, 2015. The article reported in part that:

“Billionaire Henry Sy, the richest person in the Philippines, will start to develop apartments, offices and hotels around his shopping malls to maximize the value of property holdings in the face of similar moves by competitors.

Fifteen of 50 shopping malls now owned by Sy’s SM Prime Holdings Inc. are on land large enough for high-density, mixed- used development, Executive Vice President Jeffrey Lim, 53, said in an interview in Manila on Monday. Depending on demand, five so-called townships will be built in two years and about 10 more over five years, he said.

The townships will be part SM Prime’s P500-billion (\$11 billion) expansion from now through 2019, Lim said. . . . ”

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: April 6, 2015


TERESA CECILIA H. REYES
Vice President – Finance