

# COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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Teresa Cecilia H. Reyes

(Contact Person)

831-1000

(Company Telephone Number)

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<i>Month</i>	<i>Day</i>		<i>Month</i>	<i>Day</i>
<i>(Calendar Period)</i>				

1	7	-	C	
<i>(Form Type)</i>				

<i>Month</i>	<i>Day</i>		<i>Month</i>	<i>Day</i>
<i>(Annual Meeting)</i>				

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

<i>Total Amount of Borrowings</i>	
<i>Domestic</i>	<i>Foreign</i>

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To be accomplished by SEC Personnel concerned

<i>File Number</i>											

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*LCU*

<i>Document ID</i>											

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*Cashier*

S T A M P S

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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. August 12, 2014  
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. 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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>27,819,137,294</b>
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.....	
.....	

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



## **PRESS RELEASE**

### **SM Prime Sets Interest Rates for Php15 Billion Retail Bonds**

(12 August 2014, Pasay City, Philippines) SM Prime Holdings, Inc. (SMPH) has set the interest rates for its Peso-denominated Series A, 5.5-year retail bonds at 5.1000% p.a., Series B, 7-year retail bonds at 5.2006% p.a., and its Series C, 10-year retail bonds at 5.7417% p.a. SMPH will issue an aggregate principal amount of Php15.0 billion of the Series A, Series B and Series C bonds, with an option to issue an additional amount of up to Php10.0 billion. The bonds are scheduled to be offered by SMPH to investors through underwriters from August 13 to 22, 2014. The retail bonds are set to be issued on September 1, 2014.

This series of SMPH bonds due 2020, 2021 and 2024 is the maiden offering by SMPH of Peso-denominated retail bonds to the public. The SMPH bonds have been rated PRS Aaa by Philippine Rating Services Corporation (PhilRatings), the highest rating assigned by PhilRatings. A PRS Aaa rating denotes that such obligations are of the highest quality with minimal credit risk, and that the issuing company's capacity to meet its financial commitment on the obligations is extremely strong.

The SMPH bonds' joint issue managers and joint bookrunners are BDO Capital & Investment Corporation and First Metro Investment Corporation, while the joint lead underwriters are BDO Capital & Investment Corporation, BPI Capital Corporation, China Banking Corporation and First Metro Investment Corporation. Land Bank of the Philippines, Philippine Commercial Capital, Inc., PNB Capital and Investment Corporation, RCBC Capital Corporation and SB Capital Investment Corp. are participating underwriters for the bond issue.

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For further inquiries:

Alex Pomento  
Vice President, Investor Relations  
SM Prime Holdings, Inc.  
E-mail: alex.pomento@smprime.com  
Tel. no.: +632 862 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: August 12, 2014



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