

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. November 20, 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
COMMON STOCK, P1 PAR VALUE	27,819,137,294
.....	
.....	
.....	

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



November 20, 2014

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 Prime eyes debt mart for Ortigas venture” posted in philSTAR.com today. The article reported that:

“MANILA, Philippines - SM Prime Holdings Inc. is looking to tap the debt market to finance its entry into OCLP Holdings Inc., owners of strategic land bank areas in the Ortigas Business District that include Greenhills Shopping Center.

In an interview, SM Prime chief finance officer Jeffrey C. Lim said the company may resort to fundraising activities to finance its acquisition of stakes in the Fernando Ortigas group of OCLP.

‘We can raise via debt, bonds,’ Lim said. ‘We’re evaluating the funding alternatives. We have 30 days so we’ll see,’ he added.

....”

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

Very truly yours,

A handwritten signature in cursive script that reads "Teresa Cecilia H. Reyes".

TERESA CECILIA H. REYES

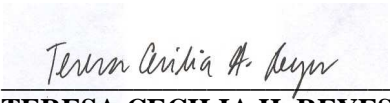
Vice President – Finance

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: November 20, 2014


TERESA CECILIA H. REYES
Vice President – Finance