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SEC Registration Number

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(Company's Full Name)

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Mr. Jeffrey C. Lim

(Contact Person)

831-1000

(Company Telephone Number)

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Month Day
(Calendar Period)

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(Form Type)

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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

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File Number

LCU

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Document ID

Cashier

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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. June 29, 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.



June 29, 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 Prime grows land bank in key thoroughfare” posted in BusinessWorld Online on June 28, 2015. The article reported in part that:

“SM Prime Holdings, Inc., the property holding firm of tycoon Henry Sy, Sr., has beefed up its land bank along the Philippines’ busiest highway.

SM Prime Executive Vice-President Jeffrey C. Lim told reporters last week the company recently purchased about two hectares of land from DMCI Property Developers, Inc. located near the Guadalupe station of the Metro Rail Transit (MRT) Line 3.

‘It’s a big block owned by DMCI. Siguro nalakihan sila (Maybe DMCI thought it was too big) so they sold to us a portion of the property,’ Mr. Lim said, but declined to provide the value of the land.

The acquisition of the Guadalupe property brings SM Prime’s land bank along Epifanio de los Santos Avenue (EDSA) to 12-14 hectares, consisting of roughly six chunks of land located in Makati, Ortigas, Mandaluyong and Quezon City.

....

SM Prime may launch residential projects with a retail component on the ground floor within these lots in the next two years, he 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: June 29, 2015



TERESA CECILIA H. REYES
Vice President – Finance