

COVER SHEET

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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)

0	7	1	4
<i>Month</i>		<i>Day</i>	
<i>(Calendar Period)</i>			

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

To be accomplished by SEC Personnel concerned

<i>File Number</i>									

_____ *LCU*

<i>Document ID</i>									

_____ *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. July 14, 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 Industry Classification Code:
incorporation
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.



SM Prime hailed as the Best Developer in the Philippines Property Awards 2015

(14 July 2015, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, won the Best Developer Award, the highest award given by the Philippines Property Awards 2015 at the Raffles and Fairmont Hotel, Makati last July 9, 2015. This makes SM Prime the Philippine entry to compete on October 2015 in Singapore against other developers coming from China, Singapore, Malaysia, Indonesia, and Vietnam.

“On behalf of our Chairman, Mr. Henry Sy, Jr., our President, Mr. Hans Sy and SM Prime team, we humbly accept this prestigious award. With this, we are more inspired to provide innovative and sustainable lifestyle cities for the greater good of the communities we serve, thank you.” SM Prime Executive Vice President Mr. Jeffrey Lim said when he received the award.

SM Prime, with a total of nine nominations across the twenty-five award categories, was conferred the evening’s biggest winner. SM Prime group also dominated several categories and bagged four awards aside from the Best Developer Award. These include Best Retail Development and Best Retail Architectural Design, for Mega Fashion Hall. Meanwhile, [SM Development Corporation](#) (SMDC), earned the trophy for Best Landscape Architectural Design for [Shell Residences](#) and Best Affordable Condo Development (Metro Manila) for [Mezza II Residences](#).

The [Philippines Property Awards 2015](#) celebrated the best of the best current projects in the Philippine’s real estate industry, given that we have a strong Philippine economy which positively affecting the real estate market and exhibits robust growth in the commercial, residential, offices and mixed-use sectors, as well as gearing on the opportunities across the regions.

SM Prime will remain committed to its role as a catalyst for economic growth, delivering innovative and sustainable lifestyle cities, thereby enriching the quality of life of millions of people.

-End-

For further information, please contact:

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: July 14, 2015


TERESA CECILIA H. REYES
Vice President - Finance