

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)

M a i 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 i 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

Teresa Cecilia H. Reyes

(Contact Person)

831-1000

(Company Telephone Number)

0 8

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. August 5, 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.



August 5, 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 likely to get SEC nod on P25-B bond issue” posted in Manila Bulletin (Internet Edition) on August 4, 2014. The article reported in part that:

“SM Prime Holdings, Inc. may already push through with its P25-billion maiden bond sale soon as it is likely to get the approval of the Securities and Exchange Commission (SEC) today for the offering.

This is going to be the first time that SM Prime will be tapping the debt market for fund-raising after its merger with the other property companies under the SM Group SEC Director Vicente Graciano Felizmenio said the Securities

Registration Division of the regulatory commission yesterday said he would recommend that the bond offering of SM Prime be included in the agenda in the en banc session, which is scheduled today [Tuesday].

...”

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: August 5, 2014



TERESA CECILIA H. REYES
Vice President – Finance