

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 24, 2013
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. _____
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	17,373,677,760
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



Press Release

SM Supermalls Tackle Business Resilience Amid Climate Change in 4th Green Retail Agenda

(24 July 2013. Pasay City, Philippines.) SM Supermalls will tackle business continuity amidst climate change in its annual Green Retail Agenda conference on July 24.

The SM Green Retail Agenda is a yearly large-scale symposium hosted by SM Supermalls for all tenants, suppliers, contractors and business partners which features topics on the latest technology, processes, and innovations in sustainable business operations, as well as current environmental issues. The symposium also celebrates companies who integrate sustainability into their company vision.

“We are all partners in ensuring the safety of our customers and communities through disaster preparedness and risk reduction efforts. We believe that promoting awareness about sustainability and business continuity especially among our tenants and the society in general is a very good investment,” SM Prime Holdings Inc. President Hans T. Sy said.

Mr. Sy represented the Private Sector Advisory Group (PSAG) in the Global Forum on Disaster Risk Reduction by the UN International Strategy for Disaster Risk Reduction (UNISDR) last May 20-21, 2013. He recently shared SM Prime’s efforts towards disaster risk reduction before a global audience.

SM Prime owns and operates 47 SM Supermalls in the Philippines and five in China. All SM malls integrate sustainability efforts which focus on solid waste management, energy and water conservation and air quality.

The company has also taken great strides in designing its malls to be disaster-resilient such as SM City Marikina, SM City Masinag, SM Center Muntinlupa and SM Mall of Asia. SM Prime’s state-of-the-art civic center, SM Aura Premier in Taguig City aims to be one of the first civic centers in the country to be certified Gold under the US Green Building Council Leadership in Energy and Environmental Design (LEED) program, an internationally-recognized green building program established in 135 countries.

This year’s keynote speaker is His Excellency Bill Tweddell, Australian Ambassador to the Philippines, while H.E. Toshinao Urabe, Japanese Ambassador to the Philippines will give an inspirational message. The roster of distinguished speakers also includes Secretary Mary Ann Lucille Sering, Vice Chairman of the Climate Change Commission, and Undersecretary Eduardo Del Rosario, Executive Director of the National Disaster Risk Reduction Management Council and Administrator of the Office of Civil Defense.

This year's GRA will focus on disaster risk resilience, logistics programs and sustainable best practices to empower the retail business in preparation for the unforeseen effects of climate change. Speakers will discuss climate trends in the Philippines, government's preparedness and disaster response, fundamentals of a business continuity plan, information technology disaster recovery, disaster preparedness of the private sector, research and development in disaster risk reduction and the importance of awareness and access to information.

Up to 300 business tenant owners, CEOs, COO, CFOs, suppliers, contractors and members of the academe are expected to attend the annual symposium.

-End-

For further inquiries:
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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 24, 2013



JEFFREY C. LIM
Executive Vice President