

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. **December 10, 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 | 28,879,137,294 |
| | |
| | |
| | |

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



December 10, 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 awarded Parañaque reclamation” posted in BusinessWorld Online on December 9, 2014. The article reported that:

“SM Prime Holdings, Inc. has bagged the contract to reclaim and develop a 300-hectare area in Manila Bay under Parañaque City’s jurisdiction for P50.19 billion, further boosting the firm’s stature as a player to contend with in this property development arena.

‘Please be informed that, upon the recommendation of the Public-Private Partnership Selection Committee (PPP-SC) in its Resolution No. 14-101 dated Dec. 2... the contract for the 300-ha reclamation and development project in Manila Bay within the territorial jurisdiction of the City is hereby awarded to your company,’ read a Dec. 3 Notice of Award signed by Mayor Edwin L. Olivarez and addressed to SM Prime Senior Vice-President David L. Rafael.

...”

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

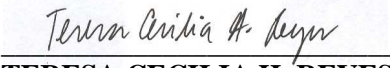
Vice President – Finance

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: December 10, 2014


TERESA CECILIA H. REYES
Vice President – Finance