

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. May 10, 2016
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	28,879,231,694
.....	
.....	
.....	

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



May 10, 2016

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’s Cordova project faces delay” posted in BusinessWorld Online on May 9, 2016. The article reported in part that:

“THE SM Group’s P138-billion reclamation project in Cordova, Cebu is now facing delay after the country’s reclamation authority said it did not follow the correct process.

The tandem of SM Prime Holdings, Inc. -- the property arm of retail tycoon Henry S. Sy, Sr. -- and the municipality of Cordova was set to sign a Memorandum of Understanding with the Philippine Reclamation Authority (PRA) on April 24 for the 1,500-hectare project.

Asked if it pushed through, PRA Assistant General Manager for Reclamation and Regulation Joselito D. Gonzales said: ‘No.’

‘We found out that Cordova and SM immediately formed a joint venture, but under the Local Government Code, municipalities do not have the authority to reclaim, only the city and the province do,’ he said in an interview last Friday in Parañaque City.

To correct this, Cordova would need to partner with the province of Cebu, which in turn will seek approval from the PRA.

However, the process may be delayed as the PRA awaits guidance from the new administration, which takes over on June 30.

...”

We confirm the veracity of the above-quoted news article. As mentioned in our previous news clarification, SMPH is not a party to the negotiations between the PRA and the Municipality of Cordova.

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: May 10, 2016



TERESA CECILIA H. REYES
Vice President – Finance