

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)

1 0 t h F l o o r M a 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 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

Mr. Jeffrey C. Lim (Contact Person)

831-1000 (Company Telephone Number)

0 6 3 0 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

Total Amount of Borrowings Domestic Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

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. June 30, 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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>28,879,137,294</b>
.....	
.....	
.....	

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



### **SM-ALI group consortium won the bid in SRP, Cebu City**

CEBU CITY, June 30, 2015 -- Two of the country's property giants joined forces and successfully secured the winning bid of 10 billion for a portion of the South Road Properties (SRP) in Cebu City yesterday.

SM Prime Holdings, Inc. (SM), with Ayala Land, Inc. (ALI), and its affiliate, Cebu Holdings, Inc. (CHI), formed a consortium which won the bid for the 26-hectare Lot No. 8-B-1 at SRP.

Dubbed as the SM-ALI Group consortium, the consortium benefits from the combined financial muscle, technical expertise and the real estate experience of SM and the ALI Group. The SM-ALI Group will co-develop the property pursuant to a joint master plan.

SM Prime is one of the largest integrated property developers in Southeast Asia that offers innovative and sustainable lifestyle cities with the development of malls, residences, offices, hotels, and convention centers.

With over eight decades of experience together with Ayala Corporation, Ayala Land combines leading-edge product innovation with prudent and effective risk management practices in developing large-scale communities with residential, commercial and leisure uses. Ayala Land's proven track record includes the development of Makati as the country's premier Central Business District and Ayala Alabang as a prestigious suburban residential community. It is replicating these successes in areas such as Bonifacio Global City Cebu, and Canlubang.

ALI-affiliate CHI brings in its local expertise in this consortium, having developed two of Cebu's prime business and lifestyle districts – the Cebu Business Park and the Cebu I.T. Park. Its master planned estates are the preferred locations for traditional office, BPO office and shopping center leasing. The various residential condominiums it has launched bring in over 4,500 units upon completion, making it the biggest real estate group offering the most number of units across a wide range of market segments in Cebu.

With the resources and expertise of these real estate companies, this newest development at the SRP is planned as another showcase of integrated, master planned and sustainable developments that will bring in more investments and jobs for the local economy."

-End-

For further information, please contact:

**Alex Pomento**

Vice President, Investor Relations

SM Prime Holdings, Inc.

E-mail: [alex.pomento@smprime.com](mailto: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: June 30, 2015

  
**TERESA CECILIA H. REYES**  
**Vice President - Finance**