

**COVER SHEET**

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SEC Registration Number

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D	I	A	R	I	E	S																										

(Company's Full Name)

M	a	i	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		
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<b>Teresa Cecilia H. Reyes</b>
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(Contact Person)

<b>831-1000</b>
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(Company Telephone Number)

1	1
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2	7
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*Month     Day*  
(Calendar Period)

1	7	-	C	
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(Form Type)

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*Month     Day*  
(Annual Meeting)

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(Secondary License Type, If Applicable)

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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total No. of Stockholders

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Domestic

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Foreign

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To be accomplished by SEC Personnel concerned

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File Number

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Document ID

\_\_\_\_\_ Cashier

S T A M P S
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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. November 27, 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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>27,819,137,294</b>
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.....	
.....	

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



## PRESS RELEASE

### **SMPH raises Php18 billion via an equity placement**

(27 November 2014. Pasay City, Philippines) SM Prime Holdings Inc. (“SM Prime” or “The Company”; Stock code: SMPH), one of the largest integrated real estate developers in South East Asia, announced that it has raised Php18 billion from a placement of treasury shares.

The transaction involved a successful overnight bookbuilding process, which saw strong interest from high quality institutional investors in Asia, Europe and the United States.

The proceeds raised from the placement will partially finance the Company’s capital expenditures, general corporate purposes, and potential acquisitions, including the recently announced partnership in OCLP Holdings Inc, the holding company of Ortigas & Co., owners of strategic land bank and properties in key cities around Metro Manila.

J.P. Morgan Securities Plc and Macquarie Capital Securities (Singapore) Pte. Limited acted as Joint Bookrunners, and BDO Capital & Investment Corporation as the Domestic Lead Manager for the placement.

-END-

For further information, please contact:

**Alexander D. Pomento**

Vice President for Investor Relations

SM Prime Holdings, Inc.

E-mail: [alex.pomento@smprime.com](mailto:alex.pomento@smprime.com)


Tel. #: +63 2 862 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: November 27, 2014

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