

# COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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**Mr. Jeffrey C. Lim**  
(Contact Person)

**831-1000**  
(Company Telephone Number)

0 9      2 7  
Month      Day  
(Calendar Period)

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(Form Type)

Month      Day  
(Annual Meeting)

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(Secondary License Type, If Applicable)

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Dept. Requiring this Doc.

[ ]  
Amended Articles Number/Section

[ ]  
Total No. of Stockholders

Total Amount of Borrowings

[ ]      [ ]  
Domestic      Foreign

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To be accomplished by SEC Personnel concerned

[ ]  
File Number

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Document ID

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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. September 27, 2012  
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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>17,373,677,760</b>
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



## Press Release

### SM Prime to Open SM Lanang Premier in Davao

(27 September 2012. Pasay City, Philippines.) SM Prime Holdings, Inc. (SM Prime), the Philippines' dominant mall developer and operator, is set to open its 46<sup>th</sup> shopping mall in the country, SM Lanang Premier, on Friday, 28 September 2012. The brand new mall, with a gross floor area (GFA) of 144,000 square meters (sqm), is located at J.P. Laurel Avenue, Brgy. Lanang, Davao City. It is SM Prime's second mall in the province, after SM City Davao, which opened in November 2001 and is nine kilometers away.

SM Prime President Mr. Hans T. Sy said, "We warmly welcome our valued customers to our second mall in the province of Davao, SM Lanang Premier. This is SM Prime's biggest and first premier mall development project in Mindanao that is designed to cater to the growing demands of the Davao market and its vibrant tourism industry".

SM Lanang Premier is already 88% occupied by various tenants. The mall's facade is accentuated by the folded building concept, inspired by the traditional Japanese art of folding paper known as Origami. The shopping mall's anchor tenants are SM Department Store and SM Supermarket. It will also house the SMX Davao Convention Center. Other mall tenants are Watsons, Ace Hardware, Kultura, Forever 21, Centerstage, Vikings, Cha Time, Mesa, Jollibee and KFC. SM Lanang Premier's amenities include five cinemas and an IMAX Theater, with a combined seating capacity of 2,200; a bowling center; a Science Discovery Center; and parking slots for over 1,500 vehicles.

Incorporating environmentally sustainable technology in its design and construction, SM Lanang Premier features a Skygarden with water fountains, art installations, and landscaping. The mall is also designed with skylights and will use LED to ensure efficient energy consumption.

Lanang is a highly urbanized commercial center in the province of Davao. It is home to one of the cultural heritage sites in the city, the Davao Museum. Davao is one of the country's major source of Philippine export products such as bananas, tuna, finished wood products, pineapples, and rubber.

SM Lanang Premier brings the total number of SM Prime malls to 46 all over the country, with a combined GFA of 5.5 million sqm. It is the fifth SM mall to be opened this year, after SM City Olongapo in Zambales, SM City Consolacion in Cebu, SM City San Fernando in Pampanga and SM City General Santos in South Cotabato.

For the rest of 2012, SM Prime is scheduled to open SM Chongqing in China.

By the end of this year, SM Prime will have 46 malls in the Philippines and five in China with an estimated combined GFA of 6.3 million sqm.

-End-

For further inquiries:

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SM Prime Holdings, Inc.  
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Tel. no.: 831.1000 loc. 7800

## 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: September 27, 2012

  
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**JEFFREY C. LIM**  
**Executive Vice President**