

# COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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**Teresa Cecilia H. Reyes**  
(Contact Person)

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

**0 5**      **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

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Document ID

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Cashier

STAMPS

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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. May 30, 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. 10<sup>th</sup> 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>27,819,137,294</b>
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



## Press Release

### SM Prime Opens First Mall in Cagayan Valley



(Photo from SM City Cauayan Facebook Page)

(30 May 2014. Pasay City, Philippines) SM Prime Holdings, Inc., the country's largest property developer, opens today, SM City Cauayan in Isabela province, its first mall in the Cagayan Valley region. This is also SM Prime's 49th mall in the country.

Cauayan City is considered the Central Business District of the Cagayan Valley region, home to over 2,000 registered business establishments. It is also a regional crossroad given its proximity to 11 Isabela municipalities, making it accessible to over half a million people.

"We are excited about the opening of SM City Cauayan which is situated at the industrial and commercial hub of the Cagayan Valley region. We look forward to serving thousands of our countrymen as we continue to expand in various regions of the country which offer so many opportunities for growth," SM Prime President Hans T. Sy said.

With a gross floor area of about 66,299 square meters, SM City Cauayan is SM's first open strip mall. Designed by EDGE Interior Designers and Arquitectonica, the mall will feature a vibrant landscape that incorporates nature into the design. Ceiling fans will be strategically located to ventilate the arcaded walkways and storefront hallways, a green and cost-effective approach compared with the typical use of air conditioner units.

The mall's exterior features will also include warmly colored panels set in a random pattern to give an air of gaiety and festivity and will be combined with glass and steel finishes for a modern touch.

The carpark building can accommodate 316 cars or total of 570 parking slots including the ground floor parking vehicles. It will also offer special parking spaces for wheelchair-bound drivers or people with special needs consistent with facilities offered in all SM malls nationwide.

The mall will also be home to flagship brands, The SM Store, SM Supermarket, Watsons, ACE Hardware, SM Appliances and SM Cinema, being the first movie theater in the region. Fashion brands that will be part of the mall include Guess, Payless, Giordano and For Me and restaurants like Gerry's Grill, McDonalds and Max's. The mall will also feature the best of homegrown restaurants, namely, Chocolate Cofeeline, Yah Coffee and Café Isabela.

The mall is positioned to be a destination mall which will further bring more famous brands from Metro Manila within the year.

SM Prime's entry into Cauayan reflects its optimism in the growth potential of provincial areas on the back of a robust Philippine economy. Encouraged by positive results delivered by its provincial mall openings, SM Prime seeks to expand in various regions outside Metro Manila where it is seen as a catalyst for development.

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

For more information about SM Prime, visit [www.smprime.com](http://www.smprime.com)

-End-

For further information, please contact:

**Ms. Teresa Cecilia R. Agsalud**

Vice President, Finance

SM Prime Holdings, Inc.

E-mail: [teresa.cecilia.reyes@smprime.com](mailto:teresa.cecilia.reyes@smprime.com)


Tel. no.: 831.1000 loc. 7820

## 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 30, 2014

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