

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)

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

Teresa Cecilia H. Reyes

(Contact Person)

831-1000

(Company Telephone Number)

0 9 0 2

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

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

Document ID

LCU

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. September 2, 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
COMMON STOCK, P1 PAR VALUE	27,819,137,294
.....	
.....	
.....	

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



September 2, 2014

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 plans P100-B ‘future city’” posted in philSTAR.com today. The article reported that:

“MANILA, Philippines - The SM Group of Henry Sy is mapping out a plan to build a ‘future city,’ on top of its existing empire of malls and banks in the country, with investments seen reaching over P100 billion for two reclamation projects in Parañaque and Pasay.

Hans T. Sy, president of SM Prime Holdings Inc., said the conglomerate intends to integrate the Pasay and Parañaque reclamation projects which will have a combined area of 600 hectares.

Sy said the SM Group is currently preparing a master plan for the projects, due within the next three to six months.

...”

We confirm the veracity of the above-quoted news article.

Very truly yours,

A handwritten signature in black ink that reads "Teresa Cecilia H. Reyes".

TERESA CECILIA H. REYES

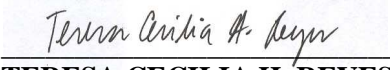
Vice President – Finance

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: September 2, 2014


TERESA CECILIA H. REYES
Vice President – Finance