

# COVER SHEET

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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)

B u i l d i n g A , S M C o r p o r a t e O f f i c e s ,  
1 0 0 0 J W D i o k n o B o u l e v a r d , M a l l o f  
A s i a C o m p l e x , P a s a y C i t y 1 3 0 0

(Business Address: No. Street City/Town/Province)

Mr. Jeffrey C. Lim  
(Contact Person)

831-1000  
(Company Telephone Number)

1 1 1 3  
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. November 13, 2007  
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 incorporation      Industry Classification Code:

7 SM Corporate Offices, Building A, 1000 J.W. Diokno Boulevard, SM BayCentral, Pasay City, Philippines  
Address of principal office      1300  
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>12,435,294,157</b>
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.....	
.....	

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

## Press Release

### SM Prime's Nine-Month 2007 Income at Php4.3bn

(13 November 2007. Pasay City, Philippines.) SM Prime Holdings, Inc. ("SM Prime"), the country's leading shopping mall developer, reported a net income of Php4.3 billion for the period January to September 2007, for a year on year increase of 11%. EBITDA for the period increased by 18% to Php 7.9 billion.

Gross revenues grew 19% to Php11.2 billion as SM Prime benefits from its continued mall expansion program. Rental revenues for the nine-month period increased 19% to Php9.2 billion, while cinema ticket sales posted a 21% growth to Php1.4 billion.

Operating expenses in the same period increased by 21% to Php5.0 billion from Php4.1 billion effectively boosting the growth in SM Prime's Php6.2 billion operating income to 18%.

SM Prime President Mr. Hans T. Sy said, "SM Prime is well on track to meet its full-year target, and we look forward to a vibrant Christmas holiday season to boost our fourth quarter results. We also expect November to be a month of opening new malls in Taytay, Muntinlupa, and a strip mall to be called San Miguel by the Bay, which is like an extension of the SM Mall of Asia."

By end 2007, total gross floor area for all SM Prime malls is projected to reach 3.9 million square meters. In addition to opening new malls, SM Prime is also expanding existing malls such as Cebu and SM North EDSA. It recently expanded SM City San Fernando in Pampanga with the opening of Annex 3 which added 17,439 square meters (sqm.) of gross floor area (GFA) to the main mall and expanded the mall's GFA to 128,089 sqm.

- end -

For further inquiries:

**Mr. Jeffrey C. Lim**

Executive Vice President  
SM Prime Holdings, Inc.  
Email: [jcl@smprime.com](mailto:jcl@smprime.com)  
Tel no: 831-1000 loc. 1401

## 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 13, 2007



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