

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)
Feb 19, 2018
2. SEC Identification Number
AS094-000088
3. BIR Tax Identification No.
003-058-789
4. Exact name of issuer as specified in its charter
SM PRIME HOLDINGS, INC.
5. Province, country or other jurisdiction of incorporation
PHILIPPINES
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
10th 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
Postal Code
1300
8. Issuer's telephone number, including area code
(632) 831-1000
9. Former name or former address, if changed since last report
N/A
10. Securities registered pursuant to Sections 8 and 12 of the SRC or 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	28,879,231,694

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

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



PRIME
HOLDINGS

SM Prime Holdings, Inc.
SMPH

PSE Disclosure Form 14-1 - Notice of Analysts'/Investors' Briefing
References: Section 14 of the Revised Disclosure Rules

Subject of the Disclosure

SMPH Analysts and Press Briefing

Background/Description of the Disclosure

There will be an Analysts and Press Briefing immediately after the 2:30pm Annual Stockholders' Meeting on April 24, 2018. The venue of the briefing will be at the Taft Ballroom 1, Conrad Manila, Seaside Boulevard corner Coral Way, Mall of Asia Complex, Pasay City.

Type of Briefing	Analysts and Press Briefing
Subject of the Briefing	Results of the Company's Year End Financial and Operating Performances for 2017
Date of the Briefing	Apr 24, 2018
Time	N/A
Venue	Taft Ballroom 1, Conrad Manila, Seaside Boulevard corner Coral Way, Mall of Asia Complex, Pasay City
Contact Person	Alexander D. Pomento
Contact Details	862-7940

Other Relevant Information

N/A

Filed on behalf by:

Name	Diana Inderio
Designation	Assistant Manager