

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)

May 14, 2015

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

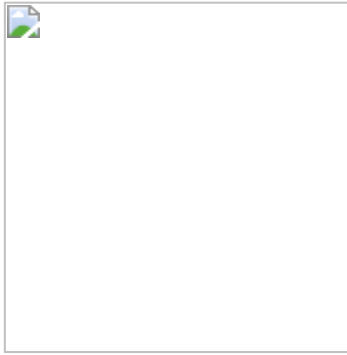
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
COMMON STOCK, P1 PAR VALUE	28,879,137,294

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.



SM Prime Holdings, Inc. SMPH

PSE Disclosure Form 4-31 - Press Release
References: SRC Rule 17 (SEC Form 17-C)
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Press Release: SM Prime Opens SM City San Mateo

Background/Description of the Disclosure

(14 May 2015. Pasay City, Philippines) SM Prime Holdings, Inc. (SM Prime) one of the leading integrated property companies in Southeast Asia opens SM City San Mateo in Rizal Province this May 15, 2015. It is SM Prime's 52nd mall, and fourth mall within Rizal Province - along with SM City Taytay, SM City Masingag and SM City Angono. The new mall provides an additional 80,043 square meters (sqm) in gross floor area (GFA), giving SM Prime a total retail space of 6,612,813 sqm, the largest footprint in the country.

"The economy's continued expansion has encouraged major developments in the provinces where we see the next wave of growth emerging. Our mall expansions in the coming years are focused on these new growth cities where incomes and aspirations are showing significant improvements," SM Prime President Hans T. Sy said.

SM City San Mateo, strategically located along General Luna Avenue in San Mateo Rizal, is your gateway to the business district in the east. Accessible to three major cities: Marikina City, Quezon City, Antipolo City and a municipality the Town of Rodriguez, the mall will open to serve over 640,000 residents. SM City San Mateo opens with 86% occupancy rate leased to various tenants. The shopping mall will have anchor tenants such as Ace Hardware, BDO, SM Appliance Center, SM Cinema, SM Supermarket, Surplus Shop, The SM Store, and Watsons.

Local residents will surely be thrilled as the new SM Supermall brings a complete experience that is closer to their home. There will be a total of four levels of prime spaces. The first three levels are for shopping, dining, entertainment, and services. The last level offers office spaces for the increasing demand from Business Process Outsourcing (BPO) sector. SM City San Mateo also includes 118 shopping units, 4 cinema theaters with a total seating capacity of 1,240 and a 6-level car park with a total of 430 parking slots.

The color palette of the mall gets its inspiration from nature with the shaded array of green hues with a pixelated design. The entrance provides good roof coverage for pedestrians to be protected from rain and the sun. The interior design of SM City San Mateo is well organized around a simple, curved plan that makes it easy for the shopper to stroll around and provides a clear line-of-sight of all retailers and restaurants on all levels at the same time. Carefully planned interior bridges are conveniently accessible to all sections of the mall. It is supplemented by a centrally located glass elevator, with additional escalators located for optimal customer convenience. The vertical BPO tower, with its own, separate entrance, is accentuated with large expanses of glass windows.

To date, SM City San Mateo is the second SM Supermall to be opened this year, after SM Megacenter Cabanatuan that recently opened last April 24. For the rest of 2015, SM Prime is scheduled to open SM Center Sangandaan in Calocan, SM Seaside City Cebu, SM City Cabanatuan in the Philippines and SM City Zibo in China. The company is also set to expand SM City Lipa in Batangas and SM City Iloilo this year.

By the end of 2015, SM Prime will have 55 malls in the Philippines and 6 in China with an estimated combined GFA of 8,273,900 million sqm.

Over the years, SM Prime has opened new malls all over the Philippines, building three to four malls per year regardless of the economic and financial state of the nation. This reflects SM Prime's focus and commitment to progress and value creation for its shareholders and its drive to deliver stable growth through the years.

-End-

For further information, please contact:

Alex Pomento

Vice President, Investor Relations

SM Prime Holdings, Inc.

E-mail: alex.pomento@smprime.com

Tel. no.: +632 862 7940

Other Relevant Information

N/A

Filed on behalf by:

Name	Gerlyn Rosario Barrozo
Designation	Officer