

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)

1 0 t h F l o o r 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

Mr. Jeffrey C. Lim
(Contact Person)

831-1000
(Company Telephone Number)

0 9 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

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. September 13, 2017
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. 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 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	28,879,231,694
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.



PRESS RELEASE

SM City Puerto Princesa: SM Prime First Premier Mall in Palawan



(13 September 2017, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, continues to expand in the provincial cities of the Philippines as it opens its first premier mall in the largest province in the country, SM City Puerto Princesa in Palawan, on September 15, Friday. This new mall will add 54,000 square meters (sqm) in gross floor area (GFA), bringing the company's total retail space in the Philippines to 7.9 million sqm.

Built in one of the fastest growing cities in the country, SM City Puerto Princesa is strategically located at the heart of Puerto Princesa City. Its unique identity topped with lush landscaping is positioned to conform to its resort-style complex.

“We take pride in opening the 64th mall of SM Prime in one of the most sought-after island destinations in the world. We expect SM City Puerto Princesa to add new dynamics and opportunities to the thriving province of Palawan highlighted by SM's pursuit of new and unique malling experience,” SM Prime President Jeffrey C. Lim said.

Set to open with 80% of space lease-awarded, SM City Puerto Princesa will have three-level retail and dining floors that will house around 180 favored food and retail shops including The

SM Store, SM Supermarket, BDO, Sports Central, Surplus Shop, Cyberzone, Watsons, SM Appliance, Ace Hardware, a traveler's lounge and other homegrown brands.

Aside from that, Palaweño moviegoers will now have a more satisfying and exciting cinema experience with SM City Puerto Princesa's three 158-seater SM Digital Cinema, and two 48-seater Director's Club Cinema.

Designed to complement the tropical vibe of the island, SM City Puerto Princesa is set to be a cost-efficient and energy saving building, in line with SM Prime's commitment on sustainable future and disaster risk reduction.

This year, SM Prime has already launched SM CDO Downtown Premier in Cagayan de Oro, S Maison at Conrad Manila in Pasay City and SM Cherry Antipolo in Rizal; and still scheduled to open is SM Center Tuguegarao Downtown in Cagayan Valley.

SM Prime remains committed to its role as a catalyst for economic growth, delivering innovative and sustainable lifestyle cities, thereby enriching the quality of life of millions of people.

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For further information, please contact:

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Tel. no.: +632 862 7940

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

A rectangular box containing a handwritten signature in cursive script that reads "Teresa Cecilia H. Reyes".

Date: September 13, 2017

TERESA CECILIA H. REYES
Alternate Corporate Information Officer