

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 5 0 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. May 03, 2018
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
Only) Province, country or other jurisdiction of incorporation

6. (SEC Use
Industry Classification Code:

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 Urdaneta Central: Pangasinan's Newest Lifestyle Destination



(03 May 2018, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, will open its second mall in the Province of Pangasinan, SM City Urdaneta Central, on May 04, Friday. This new lifestyle destination at the heart of the province will have 42,000 square meters (sqm) of gross floor area (GFA) bringing in well-loved local and international brands such as The SM Store, SM Supermarket, Watsons, Ace Hardware, SM Appliance Center, Our Home, Surplus, Miniso, Sports Central, and SM Cyberzone.

"We are excited to be a part of Pangasinan's growing economy. As Pangasinan is at the heartland of the Philippines and the gateway to Northern Luzon, SM is a committed partner in further building on this strategic and dynamic province through SM City Urdaneta Central. This new mall complements the existing offerings of SM City Rosales, which is our first mall in Pangasinan," SM Prime President Mr. Jeffrey C. Lim said.

SM City Urdaneta Central is strategically located beside the densely populated subdivisions of the city, nestled at the center of Barangay Nancayasan and Poblacion along MacArthur Highway - a main thoroughfare en route to top tourist destinations in the northern part of the Philippines; hence, SM City Urdaneta Central has been dubbed as Pangasinan's gateway to urban shopping.

SM City Urdaneta Central will open with 84% of space lease-awarded, with two-floors bringing in new levels of shopping, dining and entertainment experiences to the hundred-thousand population of the city and to the millions of tourists passing through the province. Locals and

tourists can also enjoy the convenience of its 706 parking slots located at the basement and open grounds.

Aside from being the third largest province in the Philippines, Pangasinan also benefits from the influx of tourists heading to Northern Luzon through the Tarlac-Pangasinan-La Union Expressway (TPLEX) for easy access. Given this strategic location as gateway to the North and its growing and progressive domestic market, the area is prime for commercial developments.

SM Prime is set to open five malls in key cities in the provinces this year. The company has already opened SM Center Imus in Cavite last February 16, and is scheduled to open SM City Telabastagan in Pampanga, SM City Legazpi in Albay and SM Center Ormoc in Leyte.

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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Vice President, Investor Relations

SM Prime Holdings, Inc.

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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

Date: May 03, 2018

A handwritten signature in black ink, reading "John Nai Peng C. Ong", written over a horizontal line.

JOHN NAI PENG C. ONG
Corporate Information Officer
Vice President - Finance