

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)

1 0 2 7
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

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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. **October 27, 2015**
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
.....	
.....	
.....	

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



SM Center Sangandaan: SM Prime Opens 1st Mall in Caloocan City



(23 October 2015. Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, opens today SM Center Sangandaan, October 23, 2015. It is SM Prime's 54th mall in the Philippines, and first mall in the populous City of Caloocan, one of the 16 cities within Metro Manila. The new mall provides an additional 38,622 square meters (sqm) in gross floor area (GFA), giving SM Prime a total retail space of 6,801,041 sqm, the largest footprint in the country.

SM Center Sangandaan, strategically located along the busy intersection of Samson Road and A. Mabini Street Sangandaan, Caloocan City, will give SM Prime access to the northern tip of Metro Manila, bringing a unique shopping experience closer to the highly dense cities of Malabon, Navotas and Caloocan.

"SM Center Sangandaan reflects SM Prime's commitment to be part of the growth across communities. We are very pleased to open our first mall in Caloocan City which is a testament to the fact that Metro Manila is far from being saturated by modern retail facilities," SM Prime President Hans T. Sy said.

The mall opens its doors to more than one and a half million Filipinos with 90% of the space lease awarded to various tenants. SM Center Sangandaan will have anchor tenants such as SM Supermarket, SM Appliance Center, SM Cinema, Ace Hardware, BDO, and Watsons.

There will be a total of three levels of prime spaces which includes four cinema theaters with a total seating capacity of 824 and 493 parking slots. The mall's facade gets its inspiration from

different shades of blue, gray and white, giving the exterior a quirky geometric visual design. The main interior features a high glass ceiling, complemented by white walls which maximizes daylight and adds further dimension to the mall. SM Center Sangandaan was delicately planned around a simple yet efficient design that allows shoppers to easily stroll around and provides clear line-of-sight to all shops on all levels at the same time.

To date, SM Center Sangandaan is the fourth SM mall to be opened this year, after SM City Cabanatuan that recently opened last October 9. The highly anticipated, SM Seaside City Cebu, is scheduled to open on November 27, 2015.

By the end of 2015, SM Prime will have 55 malls in the Philippines and six in China with an estimated combined GFA of 8,272,789 million sqm.

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:

Alex Pomento

Vice President, Investor Relations

SM Prime Holdings, Inc.

E-mail: alex.pomento@smprime.com

Tel. no.: +632 862 7940

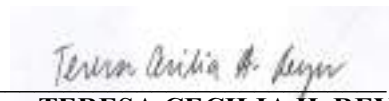
SIGNATURES

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: October 27, 2015



TERESA CECILIA H. REYES
Vice President - Finance