

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 2 0 2

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. **December 01, 2016**  
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
<b>COMMON STOCK, P1 PAR VALUE</b>	<b>28,879,231,694</b>
.....	.....
.....	.....
.....	.....

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



## PRESS RELEASE

### SM Prime Opens SM City East Ortigas



Façade of SM City East Ortigas in Pasig

**(01 December 2016, Pasay City, Philippines)** [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, opens its newest mall, SM City East Ortigas, on December 02, 2016. This latest destination adds more than 80,000 square meters (sqm) in gross floor area (GFA) and is suited to offer a fresher and more colorful vibe in the eastern part of Metro Manila.

“We are delighted to open SM City East Ortigas just in time for the Christmas holidays. This mall is set to redefine shopping and entertainment particularly in the eastern part of Metro Manila. Our new mall reinforce our commitment to continue expanding in the country given the economy’s strong performance,” SM Prime President Jeffrey C. Lim said.

SM City East Ortigas joins SM Prime’s roster of malls in the eastern portion of Metro Manila such as SM Megamall in Mandaluyong, SM Center Pasig and SM Marikina. There are SM Taytay, SM Masinag, SM Angono and SM San Mateo in Rizal Province, all of which reflect the growth and progress in these areas.

SM City East Ortigas will open with almost 80% of its space leased out. The two-level mall will house SM’s flagship retail brands The SM STORE and SM Supermarket; and its specialty stores such as Uniqlo, Watsons, SM Appliance Center, and Ace Hardware. It will also have the Cyberzone, Wellness tenants, four digital cinemas and four Director’s Club cinemas, as well as numerous well-loved shops, and must-try dining destinations. The mall provides 650 parking slots for shoppers’ convenience.

SM Prime opened SM-Cherry Congressional last November 25 in Quezon City with around 13,000 sqm in GFA, as well as SM City San Jose Del Monte in Bulacan last April with 101,000 sqm in GFA and SM City Trece Martires in Cavite last May 2016 with 84,000 sqm in GFA. With SM City East Ortigas, the Company now has 60 malls in the Philippines, 22 of which are in Metro Manila, 29 in Luzon outside of Metro Manila, five in the Visayas and four in Mindanao. SM Prime also has six malls in China. This brings the combined GFA to 8.6 million sqm.

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

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**For further information, please contact:**

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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: December 01, 2016

  
**TERESA CECILIA H. REYES**