

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 4 2 8

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. April 28, 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>
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.....	
.....	

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



## Press Release

### SM Prime expands further North of Metro Manila with new mall in Bulacan



Architect's Perspective of SM City San Jose Del Monte in Bulacan

**(28 April 2016, Pasay City, Philippines)** [SM Prime Holdings, Inc.](#) (SM Prime), the country's largest integrated property company, is opening SM City San Jose Del Monte on April 29, 2016. This is SM Prime's 57th mall in the Philippines and the third in the province of Bulacan – after SM City Baliwag and SM City Marilao.

This newest retail and dining destination will add 101,000 square meters (sqm) in gross floor area (GFA) to the floorplate, which will bring SM Prime's total retail space to 7.4 million sqm, the largest footprint in the country.

"We continue to expand in the provincial areas as we remain optimistic about their huge potential for growth. The opening of SM City San Jose Del Monte in Bulacan is a testament to this strategic direction as we remain steadfast in developing premier destinations around the country," SM Prime President Hans T. Sy said.

SM City San Jose Del Monte is strategically located along Quirino Highway in Bulacan, which is connected to the cities of Quezon and North Calocan. San Jose Del Monte is a second-tier city with predominantly middle income households, of which, 62% have family members that are Overseas Filipino Workers (OFW). The city contributes to one of the fastest growing residential and commercial hubs in the Northern Gateway of Metro Manila, covering 59 barangays and a population of almost 500,000 based on the 2010 census.

SM City San Jose Del Monte opens with 70% of space lease-awarded occupying its three floors with retail stores, dining outlets, recreation and entertainment facilities, and service centers topped with commendable architectural design making it the newest vibrant urban hub in the north of Metro Manila. The prime spaces are allocated to local and international retail brands, well-loved food outlets and anchor tenants such as THE SM STORE, SM Supermarket, SM Appliance Center, Ace Hardware, BDO, Surplus, Watsons, and SM Cinema with four state-of-the-art cinemas giving a total of 1,026 cinema seats. A multilevel basement parking, with 912 parking slots, is also provided for mall-goers' convenience.

By the end of 2016, SM Prime is targeting to have 61 malls in the Philippines and six in China with an estimated combined GFA of 8.6 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:

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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: April 28, 2016

  
**TERESA CECILIA H. REYES**  
Vice President - Finance