

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 2 1 4

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. February 14, 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 6. (SEC Use Only)
Province, country or other jurisdiction of incorporation 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

Table with 2 columns: Title of Each Class, Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding. Row 1: COMMON STOCK, P1 PAR VALUE, 28,879,231,694

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



SM Prime expands in Cavite with SM Center Imus



(14 February 2018, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, continues to reach further cities of the bustling Province of Cavite with the opening of its new mall, SM Center Imus, this Friday, February 16. Set to provide 13,000 square meters (sqm) in gross floor area (GFA), this new mall-destination opens with the company's well-loved brands including SM Supermarket, SM Appliance Center, ACE Hardware, Miniso, Watsons and BDO.

"The opening of SM Center Imus marks another milestone for SM Prime. This mall is located right at the heart of Imus City to provide more convenience to the residents as well as guests of this historic city," SM Prime President Jeffrey C. Lim said.

SM Center Imus will open with 90% of space lease-awarded. It will have unique features such as the Indoor Town Plaza, a perfect venue for concert and sporting events; 24/7 tenants such as full-service clinic, pharmacy and wellness spa that are open to serve mall-goers any time of the day, seven days a week; and the Small-Medium Enterprises Popular Local Concept, where top favorite local brands will be made available for everyone's enjoyment and satisfaction.

SM Center Imus, which is located along N.I.A Road, Barangay Bukandala, Imus, Cavite, will boost the presence of SM brand in Cavite along with the five SM malls in the province namely SM City Bacoor, SM City Dasmariñas, SM City Molino, SM City Rosario and SM City Trece Martires.

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

Date: February 14, 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