

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 7 1 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

S T A M P S

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. July 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
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 Prime marked 3rd listing of Retail Bonds with issuance of PhP 10 Billion fixed rate bonds due 2026



(Left to right) SM Prime's VP for Investor Relations Alexander D.Pomanto, Chief Finance Officer John C. Ong, Executive Vice President Jeffrey C.Lim, VP for Finance Teresa Cecilia Reyes-Agsalud, AVP for Treasury Maricel A. Ranola, President Hans T. Sy, and SM Investments SVP for Treasury Marcelo C. Fernando Jr.

(28 July 2016, Makati, Philippines) SM Prime Holdings, Inc. (SM Prime) marked its 3rd listing of retail bonds with its issuance of PHP10 billion fixed rate bonds due on 2026.

With SM Prime's bond issuance, the total listed amount of the SM Group on PDEX shall be PHP84.83 billion, representing 14.47% of the total corporate fixed-income issues in the organized secondary market.

For this series, SM Prime has set the interest rate for its Peso-denominated Series F, 10-year retail bonds at 4.2005% p.a. with an aggregate principal amount of PHP10 billion. This is part of the 3-year shelf registration with an aggregate amount of PHP60 billion.

PDS Group President & CEO Cesar B. Crisol said: "PDS Group has long admired SM Prime's plans and efforts to expand and develop the country's up and coming regional cities. And as SM Prime has been executing this strategy for many years now, one may easily cite the firm as being one of earliest advocates of "inclusive economic growth."

The Directors and Officers of SM Prime who attended the event are SMPH President Hans T. Sy, Executive Vice President Jeffrey C. Lim, Chief Finance Officer John C. Ong, Finance Vice President Teresa Cecilia Reyes-Agsalud, Investor Relations Vice President Alexander D. Pomento, Treasury Assistant Vice President Maricel A. Ranola, and SM Investments Corporation Treasury Senior Vice President Marcelo C. Fernando Jr.

Also present are representatives from the Joint Issue Managers, Joint Bookrunners, and Joint Lead Underwriters, including BDO Capital and Investment Corporation Senior Vice President Gabriel U. Lim, China Banking Corporation First Vice President Virgilio O. Chua, First Metro Investment Corporation Senior Executive Vice President Rabboni Francis B. Arjonillo, and Bank of the Philippine Islands Executive Vice President Dennis M. Montecillo.

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:

Alexander 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: July 28, 2016


TERESA CECILIA H. REYES
Vice President - Finance