

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 1 2 9
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. **November 29, 2017**
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 opens Fourth Mall in Bulacan



(29 November 2017, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, continues to expand in Northern Luzon as it sets to open its newest mall in Bulacan, SM Center Pulilan, this Friday, December 1. Serving as the company's 66th mall in the Philippines, this latest mall-destination will add 27,000 square meters (sqm) in gross floor area (GFA) bringing SM Prime's total GFA to 8.0 million sqm in the country.

Opening with 80% of space lease-awarded, SM Center Pulilan will have three-level retail and dining floors including some of the well-loved SM brands such as SM Hypermarket, Watsons, Ace Hardware, SM Appliance, Simply Shoes, Miniso, Surplus and BDO.

“The opening of SM Center Pulilan is our follow-through to the success of our first three malls in Bulacan - SM City Marilao, SM City Baliwag and SM City San Jose Del Monte. The notable development and growth of this province gives us more reasons to keep on expanding in Bulacan while continuously providing utmost malling experience and convenience to more Bulaceños,” SM Prime President Jeffrey C. Lim said.

SM Center Pulilan, which is situated along Plaridel-Pulilan Diversion Road, will boast with invigorating colors and style that cater to the flourishing lifestyle of the locals and progressing economy of Bulacan.

This year, SM Prime has already launched five new malls namely SM CDO Downtown Premier in Cagayan de Oro, S Maison at Conrad Manila in Pasay City, SM Cherry Antipolo in Rizal, SM City Puerto Princesa in Palawan and SM Center Tuguegarao Downtown in Cagayan.

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: November 29, 2017



JOHN NAI PENG C. ONG
Corporate Information Officer