

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 0 1 0  
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. October 10, 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<br>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 its Newest Mall in Tuguegarao City, Cagayan



**(10 October 2017, Pasay City, Philippines)** [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, will open its newest mall, SM Center Tuguegarao Downtown, on Thursday, October 12. This first SM mall in the Cagayan Valley Region will serve as the company's 65<sup>th</sup> mall in the country and will provide an additional 37,000 square meters (sqm) in gross floor area (GFA) to its portfolio bringing the total GFA to 8.0 million sqm in the Philippines.

Strategically located at the corner of Luna and Mabini Streets, which are main thoroughfares in this major urban city in the north, SM Center Tuguegarao Downtown is set to open with 90% of its space lease-awarded to a number of favored household brands. Among the names that will take up this new mall are SM Hypermarket, ACE Hardware, Surplus, Watsons, Miniso, Simply Shoes and BDO.

“The opening of SM Center Tuguegarao Downtown will provide SM Prime a sturdier foothold in the northeastern part of the Philippines, along with our other mall in the region, SM City

Cauayan in Isabela. We are very excited on how this new mall will give a unique shopping experience to this urbanized city in northern Luzon and how it will contribute further to the development of the Province of Cagayan Valley,” SM Prime President Jeffrey C. Lim said.

SM Center Tuguegarao Downtown is set to add a visual feast to the locals’ eyes given its distinct yet familiar SM mall structure and renowned enjoyable and convenient malling experience.

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

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

A rectangular box containing a handwritten signature in cursive script that reads "Teresa Cecilia H. Reyes".

Date: October 10, 2017

**TERESA CECILIA H. REYES**  
**Alternate Corporate Information Officer**