

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 6

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 26, 2015
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 Seaside City Cebu: SM Unveils New Regional Landmark In Cebu City



(26 November 2015. Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the leading integrated property companies in Southeast Asia, opens its new regional landmark, SM Seaside City Cebu, on November 27, 2015. It is SM Prime's 56th mall in the country, and the third mall within Cebu - along with SM City Cebu and SM City Consolacion. The new destination mall provides an additional 430,000 square meters (sqm) in gross floor area (GFA), expanding SM Prime's total retail space to 7.3 million sqm in the Philippines.

SM Seaside City Cebu, located within the SM Seaside Complex at the South Road Properties (SRP) in Cebu City, is the first of its kind in urban development in the SRP. It also promises to revolutionize the malling experience not only in Cebu, but in the whole Southern portion of the Philippines.

"We are inspired by the success of our Mall of Asia Complex in Pasay City, the first lifestyle city project or mixed-use development that offers retail, residences, offices, hotels and convention centers. We are replicating this concept of "lifestyle cities" in Cebu as we open the SM Seaside City mall. We see Metro Cebu as one of our important growth corridors in Visayas and Mindanao following our growth track in Metro Manila," SM Prime President Hans T. Sy said.

The local communities are in for a treat as a new experience in urban living is in store with fresh lifestyle options in food, fashion, entertainment, and more. The new destination mall will open with 80% of space lease-awarded which serves as the new home to flagship stores of well-known local and international brands. It will also be the venue of unique and world-class events and entertainment. The shopping mall will have anchor tenants such as The SM STORE, SM Supermarket, Forever21, UNIQLO, Our Home, Ace Hardware, SM Appliance Center, Watson's, The Body Shop, Kultura, BDO Unibank, and Chinabank.

SM Seaside City Cebu is the newest architectural jewel of SM Prime with its nautilus inspired design of concentric arcs from a central multi-purpose space featuring a "Seaside Tower", a 147-meter iconic viewing tower which offers a sensational panoramic view of the entire city. A Sky Park provides a unique setting for diverse dining outlets situated in an elevated garden with soothing water features. The mall will have a skating rink, eight cinemas houses and 5,000 parking slots.

SM Seaside City Cebu is the first of many developments in the 30-hectare SM Seaside Complex. As the anchor development, it is slated to transform the city's landscape as SM Prime builds residences, offices, an arena, a five-star hotel, and convention centers. The Complex features "The Cube", a steel sculpture that symbolizes strength and stability of Cebuanos and its consistency reflects SM's continued commitment to excellence.

SM Seaside City Cebu is the sixth SM Supermall to be opened this year, after SM Center Sangandaan, Cherry SM Shaw, and SM City Cabanatuan that recently opened last October 23, October 13 and October 9 respectively. To date, SM Prime has 56 malls in the Philippines and six in China with an estimated combined GFA of 8.3 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: November 26, 2015


TERESA CECILIA H. REYES
Vice President - Finance