

COVER SHEET

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
---	---

2	3
---	---

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 23, 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	28,879,137,294
.....	
.....	
.....	

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

This is to advise that at the board of directors' meeting held today, February 23, 2015, the following matters were approved:

- a. The audited financial statements of the Company for the year 2014.
- b. There will be an Analysts and Press Briefing **immediately after** the 2:30pm Annual Stockholders' Meeting on April 14, 2015. The venue of the briefing will be at the **SMX Convention Center, Taguig Meeting Rooms 5 & 6, at SM Aura Premier, 26th St., Corner Mckinley Parkway, Barangay Fort Bonifacio Global City, Taguig.**

The above information is being disclosed in accordance with the disclosure rules of the Securities and Exchange Commission and the Philippine Stock Exchange.

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 23, 2015


TERESA CECILIA H. REYES
Vice President - Finance