

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. **December 10, 2012**
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 **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. _____
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	17,373,677,760
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.....	

11. Indicate the item numbers reported herein: Other Matters, Item 9b.

This is to inform that at the regular meeting of the board of directors of SM Prime Holdings, Inc. (Corporation) held on December 10, 2012, **Mr. Jorge T. Mendiola** was elected member of the board of directors effective today.

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

ANNEX

BIO-DATA

JORGE “JOJO” T. MENDIOLA, 53 - Director


Mr. Mendiola is the President of SM Department Stores. He is also the Vice-Chairman for Advocacy of the Philippine Retailers Association. He started his career with the SM Department Stores as a Special Assistant to the Senior Branch Manager in 1989 and rose to become the President in 2011. He took his Masters in Business Management from the Asian Institute of Management and has an A.B. Economics degree from Ateneo de Manila University.

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: December 10, 2012



JEFFREY C. LIM
Executive Vice President