

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 6

Month

2 8

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 Amount of Borrowings

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. June 28, 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 incorporation Industry Classification Code:
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

Table with 2 columns: Title of Each Class, Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding. Row 1: COMMON STOCK, P1 PAR VALUE, 28,879,231,694

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



PRESS RELEASE

SM Prime Opens the 3rd SM Cherry in Antipolo, Rizal



Artist's Perspective of SM Cherry Antipolo

(28 June 2017, Pasay City, Philippines) SM Prime Holdings, Inc. (SM Prime), one of the leading integrated property companies in Southeast Asia, will open SM Cherry Antipolo on Friday, June 30. SM Cherry Antipolo is the 63rd mall of SM Prime in the country, which is situated along the bustling Marcos Highway, and spans 27,000 square meters (sqm) of gross floor area (GFA) bringing the total retail footprint to 9.1 million sqm in the Philippines.

“SM Cherry Antipolo is the third Cherry Foodarama outlet in the country that SM Prime re-opens to public after acquiring the brand. The opening of this mall provides the company a stronger foothold in the eastern part of Metro Manila along with our three other malls in Rizal province, the SM City Masinag, SM City Taytay and SM Center Angono,” SM Prime President Jeffrey C. Lim said.

SM Cherry Antipolo is set to expand the presence of SM Group in the Rizal province by bringing SM Supermarket, Ace Hardware, Watsons, and BDO. This three-level mall will open with 55% of its space leased awarded and will feature an enhanced shopping environment for the community, offering expanded services beyond the traditional grocery experience. This mall will also have a Skygarden on the second level, which will share a comfortable and inviting outdoor experience with covered dining areas and walking paths.

This year, SM Prime has already launched SM CDO Downtown Premier last May 12 and S Maison at Conrad Manila last June 14; and still scheduled to open in Palawan is the SM City Puerto Princesa.

SM Prime remains committed to its role as a catalyst for economic growth, delivering innovative and sustainable lifestyle cities that enrich the quality of life of millions.

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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

Date: June 28, 2017


TERESA CECILIA H. REYES
Alternate Corporate Information Officer