

COVER SHEET

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SEC Registration Number

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(Company's Full Name)

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	
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Mr. Jeffrey C. Lim
(Contact Person)

831-1000
(Company Telephone Number)

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Month Day
(Calendar Period)

1	7	-	C
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(Form Type)

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Month Day
(Annual Meeting)

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(Secondary License Type, If Applicable)

[]
Dept. Requiring this Doc.

[]
Amended Articles Number/Section

[]
Total No. of Stockholders

Total Amount of Borrowings

[] Domestic	[] Foreign
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To be accomplished by SEC Personnel concerned

[]
File Number

_____ LCU

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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 24, 2014
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. 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	27,819,130,544
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11. Indicate the item numbers reported herein: ITEM # 9, LETTER B.

Please be informed that in the meeting of the Board of Directors' of SM Prime Holdings, Inc. (the Company) held today, February 24, 2014, the following matters were approved:

- a. The audited financial statements of the Company for the year 2013.
- b. The 2014 annual stockholders' meeting of the Company to be held on April 15, 2014, 2:30 p.m. at the **Function Room 1 of The SMX Convention Center, Seashell Drive, J.W. Diokno Boulevard, Mall of Asia Complex, 1300 Pasay City**. The BOD has fixed the end of trading hours of the Philippine Stock Exchange on March 17, 2014 as the record date for the determination of stockholders entitled to notice of and to vote at such meeting and any adjournment thereof.
- c. There will be an Analysts and Press Briefing **immediately after** the Annual Stockholders' Meeting on April 15, 2014. The venue of the briefing will be at the **Meeting Rooms 5 & 6 of The SMX Convention Center, Seashell Drive, J.W. Diokno Boulevard, Mall of Asia Complex, 1300 Pasay City**.

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 24, 2014



JEFFREY C. LIM
Executive Vice President