

AS094-000088

SEC Registration Number

SM PRIME HOLDINGS, INC. AND SUBSIDIARIES

(Company's Full Name)

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 1300

Mr. John Nai Peng C. Ong

(Contact Person)

831-1000

(Company Telephone Number)

09 26
Month Day
(Calendar Period)

17-C
(Form Type)

Month Day
(Annual Meeting)

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings
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. September 26, 2018
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
Only)

6. (SEC Use

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

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

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



PRESS RELEASE

SM Prime launches ThreeE-Com Center and tops off FourE-Com Center in Mall of Asia Complex



(26 September 2018, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the largest integrated property developers in Southeast Asia, expands its office portfolio by launching its latest office building, the ThreeE-Com Center, and topping off the FourE-Com Center at the Mall of Asia Complex, Pasay City, this Friday, September 28. Both are designed by the globally renowned architectural firm, Arquitectonica. These two new office buildings boast distinct architectural designs that add 114,000 square meters (sqm) and 190,000 square meters of gross floor area (GFA), respectively, to the company's fast growing office building footprint.

"The launching of ThreeE-Com Center and the topping off of FourE-Com Center mark another milestone for SM Prime as these uniquely designed business centers add to the already captivating architectural landscape in the Mall of Asia Complex, as well as offering ample office space suitable for the growing needs of the outsourcing industry and other businesses. We are happy to share that other than being PEZA-accredited buildings, ThreeE-Com Center is a Gold

LEED certified building as well, while FourE-Com Center is also in the process of joining the ranks of 'green' office buildings in the Philippines," SM Prime President Jeffrey C. Lim said.

ThreeE-Com Center: PEZA-accredited and Gold LEED Certified

The ThreeE-com Center is a 15-storey, semi-circular twin-tower commercial building offering large, continuous office floor plates and innovatively designed to address specific site constraints.

ThreeE-Com Center, which will open with 97% of its space leased out, is a Philippine Economic Zone Authority (PEZA) accredited and Gold Leadership in Energy and Environmental Design (LEED) certified office building. State-of-the-art facilities and environment-friendly features highlight the function and aesthetic of this new office building similar to its predecessors.

Taking up a whole block at the corner of Harbor Drive and Bay Shore in the Mall of Asia Complex, ThreeE-Com Center has a four-level parking podium originating in the basement and continuing to the second to fourth floors while office spaces are situated in the fifth to 15th floors. E-Com Centers' signature podium development, the Prism Plaza, will be located on the fourth level, adorned by pocket gardens and enhanced by a picturesque, river-like amenity. The ground level will be home to various retail offerings including BDO, Alfa Mart, Starbucks, Tim Hortons and Mei Yu Restaurant.

FourE-Com Center: SM Prime's biggest commercial building to date



The Company is topping off the FourE-Com Center in Block 22, Harbor Drive corner Bay Shore, Mall of Asia Complex, Pasay City, which is slated to be the biggest office building of SM Prime so

far. Depicting a crystal-like design, FourE-Com Center will be a 15-storey, three-tower office building offering a typical 3,000 sqm floor plate suited for various companies, most specially tech-based offices. FourE-Com is set to be launched in 2019.

Currently, SM Prime operates 10 office buildings in different key areas in the country including Makati City, Pasay City, Quezon City, Taguig City, Clark in Pampanga, Taytay in Rizal and Sta. Rosa in Laguna. Including ThreeE-Com Center, SM Prime's office building portfolio has a total GFA of almost 595,000 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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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: September 26, 2018

A handwritten signature in black ink, appearing to read "John Nai Peng C. Ong", written over a horizontal line.

JOHN NAI PENG C. ONG
Corporate Information Officer
Chief Finance Officer