

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)

11 15
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. November 15, 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 expands in Eastern Visayas with SM Center Ormoc



(15 November 2018, Pasay City, Philippines) [SM Prime Holdings, Inc.](#) (SM Prime), one of the largest integrated property developers in Southeast Asia, will open its newest mall, SM Center Ormoc in the Province of Leyte, this Friday, November 16. This is the Company's first mall in Eastern Visayas Region and will offer more than 20,000 square meters (sqm) of gross floor area (GFA) of well-selected dining, shopping and entertainment options.

"It is SM Prime's pride and joy to finally open our first mall in the Eastern Visayas Region. SM Center Ormoc will be a great addition to the growing local economy of Ormoc City and the continuously developing province of Leyte. We look forward to more growth opportunities for the people of this region along with SM's brand of lifestyle and entertainment," SM Prime President Jeffrey C. Lim said.

Newest Destination in Downtown Ormoc City

SM Center Ormoc will open with 85% of its space lease awarded, covering three floors of mixed recreation, service and entertainment facilities led by SM Supermarket, SM Appliance Center, Watsons, Ace Hardware, Simply Shoes, Surplus, Miniso and Banco De Oro. It will also feature an al fresco dining area on its second level, giving a glimpse of the vibrant surrounding, and four SM Cinemas, including a Director's Club Cinema.

SM Center Ormoc promises to be a destination for leisure and entertainment of the city's residents.

Vivid Colors for Vibrant City

Bounded by Hermosilla Drive in the north, Real Street in the east, Osmeña Street in the south and Anilao River in the west, this new SM Mall's modern structure with vivid design is a sure standout in the bustling downtown area of Ormoc City.

SM Center Ormoc's architecture boasts of distinct style and pattern that allow generous natural light into its interiors, accentuating its colorful and modern design that is inspired by the dynamic lifestyle of the city and sustainable development of the region.

SM Prime has opened four new malls in the first nine months of 2018 namely SM Center Imus in Cavite, SM City Urdaneta Central in Pangasinan, SM City Telabastagan in Pampanga and SM City Legazpi in Albay.

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.

###

For further information, please contact:

Alexander Pomento
Vice President, Investor Relations
SM Prime Holdings, Inc.
E-mail: alex.pomento@smprime.com
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: November 15, 2018


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