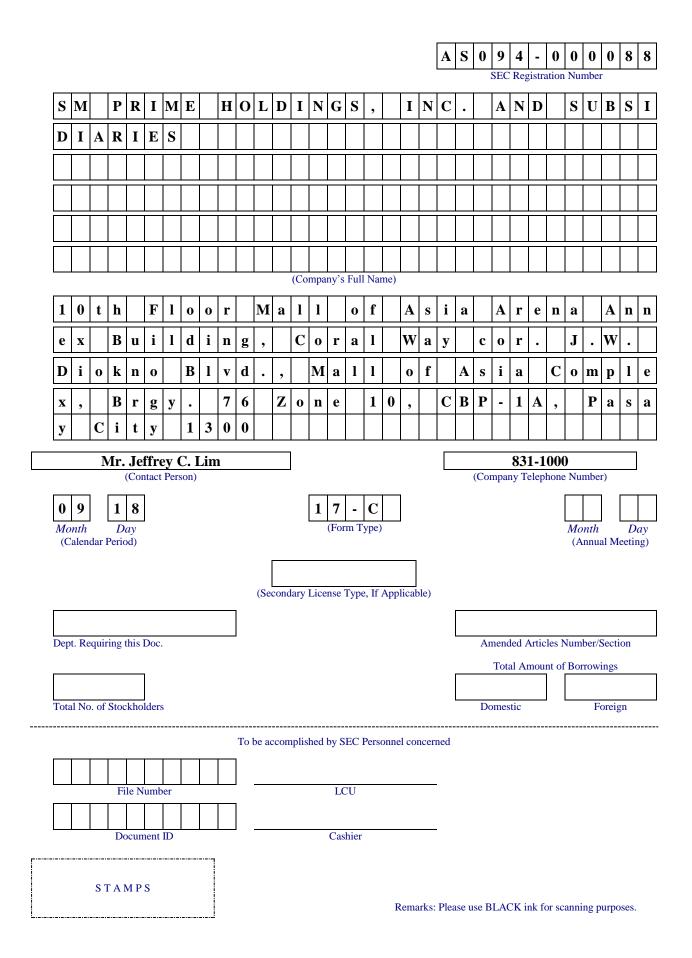
COVER SHEET



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. <u>September 18, 2015</u> Date of Report
- 2. SEC Identification Number <u>AS094-000088</u> 3. BIR Tax Identification No. <u>003-058-789</u>
- 4. <u>SM PRIME HOLDINGS, INC.</u> Exact name of registrant as specified in its charter

5. <u>PHILIPPINES</u> 6. (SEC Use Only)

Province, country or other jurisdiction of Industry Classification Code:

- incorporation
- 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. <u>(632) 831-1000</u> Registrant's telephone number, including area code
- 9. <u>N/A</u> 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 to Issue up to Php15 Billion Fixed Rate Retail Bonds with an over subscription option of up to Php5 Billion

(18 September 2015, Pasay City, Philippines) SM Prime Holdings, Inc. (SMPH) announced today that its Board of Directors approved the issuance of Fixed Rate Peso Retail Bonds up to Php15 Billion with an over subscription option of up to Php5 Billion with maturities of 5.25 years and 10 years.

The Board of Directors also authorized the management to negotiate and finalize the terms and conditions, including pricing, tenor and any increase in issuance amount, and execute any and all documents necessary, to implement the retail bond issue.

-End-

For further information, please contact: **Ms. Teresa Cecilia H. Reyes** Vice President, Finance SM Prime Holdings, Inc. E-mail: <u>teresa.cecilia.reyes@smprime.com</u> Tel. no.: 831.1000 loc. 7820

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 18, 2015

Teren arilia A. beyn

TERESA CECILIA H. REYES **Vice President - Finance**