

April 11, 2016

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: **Director Vicente Graciano P. Felizmenio Jr.**
Markets and Securities Regulation Department

Subject: **Notice of Joint Analysts' Briefing and Investors' Call**

GENTLEMEN:

Please be informed that Puregold Price Club, Inc. will hold a Joint Analysts' Briefing and Investors' Call on April 14, 2016 at 4:00 P.M (Manila Time). Details are in the attached SEC Form 17-C.

Thank you.

Very truly yours,


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

COVER SHEET

A 1 9 9 8 1 3 7 5 4

SEC Registration Number

PUREGOLD PRICE CLUB, INC.

(Company's Full Name)

NO. 900 ROMUALDEZ ST., PACO,

MANILA

(Business Address: No. Street City/Town/Province)

CANDY DACANAY-DATUON

(Contact Person)

(02) 523-3055

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

Month

1 0

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

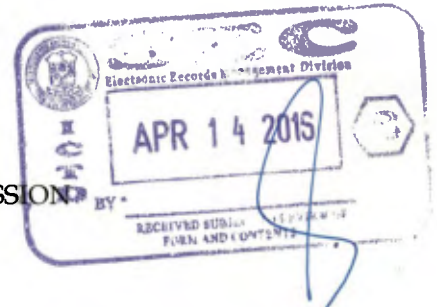
SEC Personnel concerned

File Number

LCU

Document ID

Cashier



SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE
AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	April 11, 2016
SEC Identification Number	A1998813754
BIR Tax Identification Number	201-277-095
Name of Issuer as specified in its charter	Puregold Price Club, Inc.
Address of principal office and postal code	No. 900 Romualdez St., Paco Manila
Industry Classification Code	
Issuer's Telephone Number	523-3055
Former Name	Not Applicable
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common Shares - 2,765,381,406 Treasury - 19,981,471
Indicate the item numbers reported therein	Other Matter / Event

Other event:

Investor Briefing: Full Year 2015 Results

Puregold Price Club, Inc. will hold an investor briefing teleconference for its Full Year 2015 results on April 14, 2016 (Thursday) at 4:00PM Manila Time.

The teleconference will run for approximately between thirty (30) minutes to one (1) hour.

A Q&A segment will comment after the brief presentation where participants will be given the opportunity to raise questions.

An international dial in facility will be made available for the teleconference as follows:

Country	Toll-Free	Toll
Australia	1800 885 618	
Brazil	0800 8923 753	
Canada	1 855 691 794 6	
China		+86 400 612 6501
France	080 598 0146	+33 170 489 663
Germany	0800 627 0798	
Hong Kong		+852 3077 3569
India	1800 266 0296	+91 44 6652 9460
Indonesia		+62 21 2188 9014
Italy		+39 02 3859 4129
Japan	0800 805 0683	+81 3 4455 9589
Malaysia	1800 821 039	+60 3 2053 1805
Mexico	01800 282 2724	
New Zealand	0800 10 1179	
Philippines	1800 1855 0245	
Poland	0080 0331 1432	
South Africa	0800 111 036	
South Korea	007 9885 2113 88	+82 70 768 60219
Switzerland	0800 000 658	
Taiwan	0800 231 758	+886 2 8723 1212
Thailand	001 800 852 4525	
UK	0800 0260 027	+44 33 0587 8105
USA	1855 8219 305	+1 240 254 3156

Singapore Local Access 6653-5870

Alternate Direct Line for participants: +65-6653-5870

Participant Pin Code: 60979400#

Please call in at least five (5) minutes in advance and provide your name, company affiliation and position.

Kindly confirm your participation before April 12, 2016 thru Mr. Carlo L. Ramos at clramos@puregold.com.ph or +632-523-3055.

We look forward to your participation.

Thank you.

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC.

April 11, 2016


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary