

 PUREGOLD PRICE CLUB, INC.

August 29, 2017

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: **Vicente Graciano P. Felizmenio, Jr.**
Director – Market and Securities Regulation Division

Subject: **Puregold Acquires B&W Stores in Roxas City**

GENTLEMEN:

Please see attached Press Release of Puregold Price Club, Inc. entitled “Puregold Acquires B&W Stores in Roxas City”.

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 H. DACANAY-DATUON

(Contact Person)

(02) 523-3055

(Company Telephone Number)

1 2 3 1

Month

Day

SEC FORM 17-C

(Form Type)

0 5 3 0

Month

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

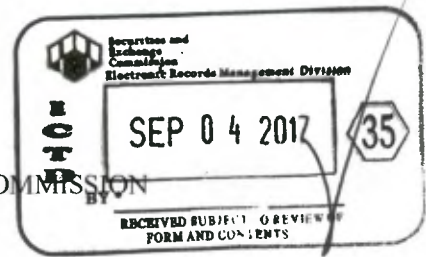
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

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

Date of Report	August 29, 2017
SEC Identification Number	A19983754
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, 1007
Industry Classification Code	
Issuer's Telephone Number	(632) 522-8801
Former Name	None
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 Shares – 19,981,471
Indicate the item numbers reported therein	Other Matters/Event

Other Event:

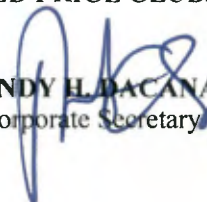
Please see attached Press Release of Puregold Price Club, Inc. entitled "Puregold Acquires B&W Stores in Roxas City".

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.

August 29, 2017



ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

PUREGOLD ACQUIRES B&W STORES IN ROXAS CITY

Puregold Price Club, Inc. (Puregold) acquires five (5) B&W stores in Roxas City, Capiz. With this acquisition, Puregold will have 6 stores in the Panay province and 11 stores in the Negros province for a total of 17 stores in Visayas region. This will give Puregold a total of 307 Puregold stores nationwide. Puregold expects the purchase to bolster its store presence in the Western Visayas Region.

In less than two (2) decades, Puregold has evolved from one hypermarket into developing an omni-market presence – to better reach the Filipino consumers anytime, anywhere. It continues to stay true to its vision to be the most customer-oriented hypermarket offering a one-stop shopping convenience and best value to its customers.

Puregold now works with over 1,500 suppliers and trade partners, and serving over 300,000 sari-sari stores and small businesses as well as over 1 million Puregold Perks members.