



November 04, 2015

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: Vicente Graciano P. Felizmenio, Jr.
Director, Markets and Securities Regulation Division

Philippine Stock Exchange
3rd Floor, Philippine Stock Exchange
Ayala Triangle, Ayala Avenue,
Makati City

Attention: Janet Encarnacion
Head, Disclosure Department

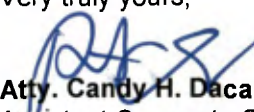
Subject: Notice of Joint Analysts' Briefing and Investors' Call

GENTLEMEN:

Please be informed that Puregold Price Club, Inc. will hold a Joint Analysts' Briefing and Investors' Call on November 13, 2015 at 4:00 PM (Manila/ HongKong/ Singapore). Details are in the attached SEC Form 17-C.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

COVER SHEET

A199813754

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)

12

Month

31

Day

SEC FORM 17-C

(Form Type)

05

Month

12

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 REGULATION CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	November 04, 2015
SEC identification Number	A199813754
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	(632) 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 – 2,765,881,406 Debt – 4,927,500,000.00
Indicate the item numbers report therein	Other Matter/Event

Other Matters:

Please be informed of the Joint Analysts' Briefing and Investors' Call of Puregold Price Club, Inc. to be held on November 13, 2015 (Friday), 4:00 PM (Manila/Hongkong/Singapore time). Details are as follows:

"INVESTOR BRIEFING: 9M 2015 Results

Puregold Price Club, Inc. will hold an investor briefing teleconference for its Nine Months 2015 results on November 13, 2015 (Friday) 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:

Philippines	1800-1855-0229
Hong Kong	800-908-575
Singapore	800-120-6406
UK	0800-376-2927
USA	1877-679-2987
Australia	1800-195-453
Austria	0800-401-004
Denmark	804-00005
France	080-598-0104
Germany	0800-723-7086
Japan	0120-711-407
Malaysia	1800-817-060
Netherlands	0800-0234-388
Sweden	0200-897-045
Switzerland	0800-002-563

Alternate Direct Line for participants: **+65-6415-4877**

Participant Pin Code: **800902#**

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

Kindly confirm your participation before November 10, 2015 thru Mr. Carlo L. Ramos at clramos@puregold.com.ph or +632-523-3055.

We look forward to your participation.

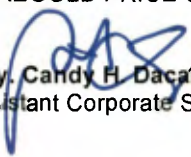
Thank you."

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.

November 4, 2015


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary