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SECURITIES AND EXCHANGE COMMISSION

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Company Information

SEC Registration No.	A199813754
Company Name	PUREGOLD PRICE CLUB INC.
Industry Classification	
Company Type	Stock Corporation

Document Information

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PUREGOLD

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Philippine Stock Exchange
Ayala Avenue, Makati City

Attention: **Ms. Janet Encarnacion**
Head – Disclosure Department

Subject: Result of PGOLD Board Meeting dated March 3, 2015

GENTLEMEN:

Please see attached SEC 17-C re Result of Board Meeting of Puregold Price Club, Inc. held on March 3, 2015.

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	31	SEC FORM 17-C	05	12
Month	Day	(Form Type)	Month	Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total Amount of Borrowing

Total No. of Stockholders

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	March 3, 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 – 2,766,306,406 Number of Treasury shares – 17,911,006 Debt- 3,818,700,000
Indicate the item numbers report therein	Other Matter/Event

Other Matters:

Please be informed that the Board of Directors of Puregold Price Club, Inc. in a meeting held on March 3, 2015 approved the following:

1. Consolidated Audited Financial Statements of Puregold Price Club, Inc. and subsidiaries for the year 2014.

2. Amendment of Article 3 of the Articles of Incorporation and Section 3 Article of II of the By-Laws, to read as:

   Article 3 - That the place where the principal office of the corporation is to be established is at No. 900 Romualdez St., Paco, Manila.
   Section 3 Article II - Stockholders' meetings, whether regular or special, shall be held in the principal office of the corporation or at any place designated by the Board of Directors within Metro Manila.

3. Nominees for the election of Board of Directors for the year 2015, namely, Lucio L. Co, Susan P. Co, Leonardo B. Dayao, Ferdinand Vincent P. Co, and Pamela Justine P. Co as regular directors and Marilyn V. Pardo and Edgardo G. Lacson as independent directors.

4. Annual Stockholders' Meeting to be held on May 12, 2015, 2 PM, at the Acacia Hotel, Alabang, Muntinlupa City.

5. Agenda for the Annual Stockholders Meeting, copy attached.

6. Retirement of Mr. Leonardo B. Dayao effective June 1, 2015.

7. Appointment of Mr. Ferdinand Vincent P. Co as President effective June 1, 2015.

   Mr. Ferdinand Vincent P. Co is the son of Mr. and Mrs. Lucio L. Co and Susan P. Co. He started to work for the Company in 2003 as Store Manager for Puregold-Cubao branch. He was the Store Manager of Puregold-Commonwealth branch from 2004 up to 2007. In 2008, he was promoted as Department Head of the Merchandising Department of the Company.

   He is a member of the Board of Puregold Price Club, Inc. from 2003 up to present.

   Mr. Co is currently the President of Cosco Price, Inc., KMC Realty Company, Fertuna Holdings Corporation, 118 Holdings Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corporation, and VFC Land Resources. He is also a Director of Kareila Management Corporation, Bellagio Holdings, Inc., Maxent Investments, Inc., PSMT Philippines, Inc., Puregold Duty Free (Subic), Inc., Puregold Properties, Inc., Puregold Realty Leasing & Management, Inc., Premier Wine and Spirits, Inc., Pure Petroleum Corporation, and Ellimac Prime Holdings, Inc.

   Mr. Co received a Bachelor of Science degree in Entrepreneurial Management from the University of Asia and the Pacific in 2003 and completed an on-the-job training at Procter & Gamble, Singapore in 2007.

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. March 3, 2015

Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

NOTICE OF ANNUAL STOCKHOLDERS' MEETING

Notice is hereby given that the **ANNUAL STOCKHOLDERS' MEETING OF PUREGOLD PRICE CLUB, INC.** will be held on the **12^{TH} DAY OF MAY 2015, 2 PM, AT THE ACACIA HOTEL, ALABANG, MUNTINLUPA CITY**, with the following agenda:

1. Call to order
2. Certification of service of notice and existence of quorum
3. Approval of the Minutes of the 2014 Annual Stockholders' Meeting and ratification of all acts and resolutions of the Board of Directors and Management from the date of the previous Stockholders' Meeting
4. Annual Report of the Chairman and President and Approval of the Audited Financial Statements as of December 31, 2014
5. Election of seven (7) directors inclusive of two (2) independent directors
6. Appointment of External Auditor
7. Amendment of 3^{rd} Article of Articles of Incorporation and Section 3 Article II of the By-Laws
8. Other Matters
9. Adjournment

Stockholders of record as of the close of business on March 26, 2015 are entitled to notice of, and to vote at such meeting. The stock and transfer book of the company will be closed from April 28, 2015 to May 12, 2015.

IF YOU DO NOT EXPECT TO ATTEND THE MEETING, YOU MAY EXECUTE AND RETURN THE PROXY FORM TO THE OFFICE OF THE CORPORATE SECRETARY OF THE COMPANY AT: NO. 900 ROMUALDEZ ST., PACO, MANILA, 1007. THE DEADLINE FOR THE SUBMISSION OF PROXIES IS ON MAY 5, 2015.

The Company shall provide without charge to each stockholder a copy of the Definitive Information Statement (SEC 17-IS) upon written request of such person addressed to the office of the undersigned.

On the day of the meeting, you or your duly designated proxy are hereby required to bring this Notice and any form of identification such as driver's license, passport, company I.D., voter's I.D., or TIN Card to facilitate registration. Registration shall start at 1:00 p.m and will close at 1:45 p.m.

Manila, Philippines.