



March 7, 2016

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Subject: **Result of Board of Directors Meeting dated March 4, 2016**

GENTLEMEN:

We are submitting herewith SEC 17-C reporting the result of Board of Directors Meeting of Puregold Price Club, Inc. held on March 4, 2016.

Thank you.

Very truly yours,


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

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 4, 2016
SEC Identification Number	147669
BIR Tax Identification Number	000-432-378-000
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:

Please be informed that during Board of Directors Meeting of Puregold Price Club, Inc. held on March 4, 2016, the board approved the following:

1. Date, time and venue for the Annual Stockholders Meeting - May 10, 2016, 9:00 AM, at the Acacia Hotel, Alabang, Muntinlupa City.
2. Amendment of Article 6 of the Company's Articles of Incorporation - Increase of number of directors from seven to nine comprising of six regular directors and three independent directors.
3. Amendment of Section 6, Article III of the Company's By Laws - that two-thirds (2/3) of the number of directors as fixed in the Articles of Incorporation shall constitute a quorum for the Board of Directors to transact a corporate business.
4. Amendment of Section 4 Article II of the Company's By Laws - Notice of Meeting of Stockholders shall be sent 30 days prior to the date of the stockholders' meeting.
5. Re-election of R.G. Manabat and Company (KPMG), as recommended by the Audit Committee, as External Auditor for the year 2016 (for approval and ratification of the stockholders on May 10, 2016).
6. Agenda for the Annual Stockholders Meeting, please see attached notice of Annual Stockholders Meeting.

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 7, 2016


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 MAY 10, 2016, 9:00 AM, 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 2015 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, 2015
5. Election of seven (7) directors inclusive of two (2) independent directors
6. Appointment of External Auditor
7. Amendment of the 6th Article of Articles of Incorporation - Increase of number of directors from seven (7) to nine (9) directors comprising of six (6) regular directors and three (3) independent directors.

7.1 Amendment of Section 6 Article 3 of the By Laws - Two-thirds (2/3) of the number of the directors fixed in the Articles of Incorporation shall constitute a quorum for the the Board of Directors to transact a corporate business.

7.2 Amendment of Section 4 Article 2 of the By Laws - Notice of Meeting of Stockholders shall be sent 30 days prior to the date of the stockholders' meeting.

8. Other Matters
9. Adjournment

Stockholders of record as of the close of business on March 23, 2016 are entitled to notice of, and to vote at such meeting. The stock and transfer book of the company will be closed from April 25, 2016 to May 10, 2016.

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 submission of proxies is on April 28, 2016.

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 8:00 a.m and will close at 8:45 a.m.

Manila, Philippines.

BABY GERLIE SACRO
Corporate Secretary