

 PUREGOLD PRICE CLUB, INC.

April 3, 2017

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

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 7, 2017 at 3:00 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 H. 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

0 9

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 3, 2017
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, 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:

Investor Briefing Full Year 2016 Result

Puregold Price Club, Inc. will hold an investor briefing teleconference for its Full Year 2016 Results on April 7, 2017 (Friday) at 3:00PM 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 teleconferences as follows:

COUNTRY	NUMBER
Philippines	1800-1855-0229
Hong Kong	3060-0227
Singapore	6415-4877
United Kingdom	020-7660-2114
USA	6465-02-5131
Australia	029-253-5884
Canada	1855-240-9594
France	0170-750-759
Italy	023-859-4125

Japan	03-4570-1816
Malaysia	0377-240-809
Sweden	085-1999-431
Switzerland	0800-002-563
Thailand	001800-12066-4567

Participant code is **605253#**

Alternate Singapore access no. +65 6415-4877

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

Kindly confirm your participation before April 5, 2017 thru Ms. Mariel Del Rosario at delrosariomd@puregold.com.ph or +632-523-3055

Only confirmed participants will be allowed to join the telecom briefing.

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 3, 2017


ATTY. CANDY H. BACANAY-DATUON
Assistant Corporate Secretary