PUREGOLD

September 7, 2018

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

The Philippine Stock Exchange, Inc.
3rd Floor, Ayala Triangle One,
Ayala Avenue, Makati City

Attention: **Jose Valeriano B. Zuño III**
Head – Disclosure Department

Subject: **Board Approval of the incorporation of PUREPADALA, INC.**

GENTLEMEN:

Please be informed that the Board of Directors of Puregold Price Club, Inc. has approved today, September 7, 2018, the incorporation of another subsidiary to be named as "PUREPADALA, INC."

In partnership with banks, financial institutions, and other financial technology entities, PUREPADALA, INC. is intended to operate a cash remittance business for the benefit of the customers and shoppers of Puregold Group of Companies.

Before operating as such, the Company will undergo the regular process, and subject to the approval, of the regulatory government agencies.

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	September 7, 2018
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	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 Shares – 19,981,471 Debt – 4,447,500.00
Indicate the item numbers reported therein	Other Matters/Event

Other Event:

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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. September 7, 2018

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary