PUREGOLD

April 13, 2018

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Subject: **Result of Board Meeting dated April 12, 2018**

GENTLEMEN:

Please see attached SEC-17C re: Puregold Board Meeting held on April 12, 2018.

Very truly yours,

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

COVER SHEET

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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)

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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	April 13, 2018
SEC Identification Number	A19983754
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:

The Board of Directors of Puregold Price Club, Inc. has approved the following:

1. The Audited Consolidated Financial Statements of Puregold Price Club, Inc. for the year 2017.

The Annual Report (SEC 17-A) including the Audited Consolidated Financial Statements will be filed on or before April 16, 2018.

2. Press Release

   Puregold net income hits P 5.84 billion in 2017 up 5.7%

   Manila, Philippines – Puregold Price Club, Inc. (PGOLD) has reported a consolidated net income of Php 5.84 billion in 2017 which represents a 5.7% growth compared to Php 5.53 billion in the same period in 2016. Consolidated Net margins for the period is at 4.7%.

   Puregold stores registered better than expected same store sales growth (SSSG) of 4.4% and 6.5% for S&R stores in 2017 which were driven by the strong consumer demand and the sustained economic growth of the country.

Puregold consolidated net sales increased by 10.6% to Php 124.5 billion in 2017 due to the continued strong consumer demand from its existing Puregold, S&R Membership warehouse clubs and S&R New York Style Pizza stores. Income from Operations grew to Php 8.65 billion in 2017, up by 6.9% compared to Php 8.1 billion during the same period last year.

As of end 2017, Puregold group has a total of 372 stores nationwide. These include 309 Puregold stores, 14 S&R membership shopping warehouse, and 32 S&R New York Style QSR, 9 NE Bodega Supermarkets and 8 Budgetlane Supermarkets.

We will continue to expand our store network by opening 25 new Puregold stores and 2 new S&R warehouse in 2018.

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 13, 2018

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary