PUREGOLD

April 11, 2019

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Subject: **Press Release Entitled "Puregold net income grew 11.6% to P 6.52 billion in 2018".**

GENTLEMEN:

Please see attached Press Release of Puregold Price Club, Inc. entitled "Puregold net income grew 11.6% to P6.52 billion in 2018".

Thank you,

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

2nd Floor Tabacalera Bldg., 900 Romualdez St., Paco, Manila, Philippines 1007
Telefax: (632) 523-3055

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)

12	31	SEC FORM 17-C	05	14
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 HEAD OFFICE
Electronic Records Management Division
ICTD APR 15 2019 6
BY:
RECEIVED SUBJECT TO REVIEW OF FORM AND CONTENTS

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 11, 2019
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 – 2,869,681,406 Treasury Shares – 19,981,471
Indicate the item numbers reported therein	Other Matters/Event

SEC 17-C dated April 11, 2019

Puregold net income grew 11.6% to P 6.52 billion in 2018

Manila, Philippines – Puregold Price Club, Inc. (PGOLD) has reported a consolidated net income of Php 6.52 billion in 2018 which represents an 11.6% growth compared to Php 5.8 billion in the same period in 2017. Consolidated Net margin for the period is at 4.6%.

Puregold stores registered stronger than expected same store sales growth (SSSG) of 5.8% in 2018 while S&R registered a SSSG of 8.4% during the same period. We were able to sustain our SSSG in the last quarter of 2018 driven by higher consumer spending fueled both by minimum wage inflation and higher take-home pay as a result of the tax reform law passed early 2018.

Puregold consolidated net sales increased by 13.2% to Php 140.9 billion in 2018. 78% of the revenues is attributed from the Puregold Stores network and 22% coming from S&R Membership warehouse clubs and S&R New York Style Pizza stores. Income from Operations grew to Php 8.94 billion in 2018, up by 3.3% compared to Php 8.65 billion during the same period last year.

As of end 2018, Puregold group has a total of 408 stores nationwide. These include 354 Puregold stores, 16 S&R membership shopping warehouse, and 39 S&R New York Style QSR.

We will grow another 25 new Puregold stores and 4 new S&R warehouse as part of our store network expansion in 2019.

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 11, 2019

ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary