

COVER SHEET

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SEC Registration Number

[illegible]

(Company's Full Name)

[illegible]

(Business Address: No. Street City/Town/Province)

CANDY H. DACANAY-DATUON

(Contact Person)

(632) 8522-8801 to 04

(Company Telephone Number)

1	2	3	1
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Month

Day

SEC FORM 17-C

(Form Type)

0	5	1	0
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Month

Day

(Secondary License Type, If Applicable)

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Dept. Requiring this Doc

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Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

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Domestic

Foreign

' SEC Personnel concerned

[illegible]

File Number

LCU

LCU

[illegible]

Document ID

Cashier

Cashier

STAMPS

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 8, 2022
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 – 2,881,637,615 Treasury Shares – 22,576,471
Indicate the item numbers reported therein	Other Matters/Event

Other Event:

Appointment of New Investor Relations Officer

Puregold Price Club, Inc. has appointed Mr. Victor John G. Dizon as the new Investor Relations Officer starting March 10, 2022.

Mr. Dizon has been a finance professional for twenty years. He cut his teeth in the Philippine financial markets with First Metro Investment Corp., where he ended up as the Head of Equities Trading. As a trader and strategist with a solid track record, he gave clients valuable advice and contributed considerable profits to the company.

He also served in Philippine Government as Head of the Financial Audit and Asset Monitoring Department of the Metropolitan Waterworks and Sewerage Regulatory Office. He was involved with the financial regulatory aspects of Metro Manila's water utilities-balancing overall consumer interests with the financial health of the water utilities.

Mr. Dizon is a graduate of University of the Philippines with a bachelor's degree in Business Administration and Accountancy.

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.



CANDY H. DACANAY - DATUON

Assistant Corporate Secretary & Compliance Officer