



108132014000523



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
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Company Information

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SEC Registration No. A199813754  
Company Name PUREGOLD PRICE CLUB INC.  
Industry Classification  
Company Type Stock Corporation

### Document Information

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August 12, 2014

**SECURITIES AND EXCHANGE COMMISSION**

SEC Building, EDSA, Mandaluyong City

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

**PHILIPPINE STOCK EXCHANGE**

3rd Floor, Philippine Stock Exchange  
Ayala Triangle, Ayala Avenue,  
Makati City

Attention: **Ms. Janet Encarnacion**  
Head, Disclosure Department

Subject: Notice of Joint Analysts and Investors Call

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GENTLEMEN:

Please see attached Notice of Joint Analysts and Investors Call to be held on August 15, 2014, Friday, 4:30PM re Puregold's financial results and performance for 1H 2014.

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

**1 3**

Day

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(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

\_\_\_\_\_

Domestic

\_\_\_\_\_

Foreign

To be accomplished by SEC Personnel concerned

\_\_\_\_\_

File Number

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**SECURITIES AND EXCHANGE COMMISSION  
SEC FORM 17-C  
CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES  
REGULATION CODE AND SRC RULE 17.2 (C) THEREUNDER**

Date of Report	August 12, 2014
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
Industry Classification Code	
Issuer's Telephone number	(632) 523-3055
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 – 2,766,406,406 Number of Treasury shares – 16,911,006 Debt- 2,963,700,000
Indicate the item numbers report therein	Other Matter/Event

**Other event:**

Please be informed that Puregold Price Club, Inc. will hold a Joint Analysts and Investors Call on Puregold's financial results and performance for 1H 2014 on August 15, 2014, 4:30PM. Details are in the attached notice.

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.

August 12, 2014

  
**Atty. Candy H. Dacanay-Datuon**  
Assistant Corporate Secretary

# Puregold Price Club, Inc.

## Notice of Joint Analysts and Investors Call

### On Puregold's financial results and performance for 1H 2014

On August 15, 2014, Friday, at 4:30PM, Manila/Hong Kong/Singapore time.

Interested parties who would want to join this Joint Analysts and Investor Call may dial-in using the details below:

	Dial-in numbers	Conference ID
Philippines	180016120154	84119946
Hong Kong	800968130	84119946
Singapore	65 6722 7970	84119946
USA	18663319014	84119946
UK	08082347286	84119946

A digital recording of the Joint Analysts and Investors Call will be available for replay two hours after the call's completion. To access the recording, guests will use the dial-in numbers listed below and the Conference ID (84119946)

Dial-In Numbers:

Philippines	180011101167
Hong Kong	800901393
Singapore	8004411242
UK	08009531533
USA	18662474222