

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 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

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

Total Amount of Borrowing

SEC Personnel concerned

File Number

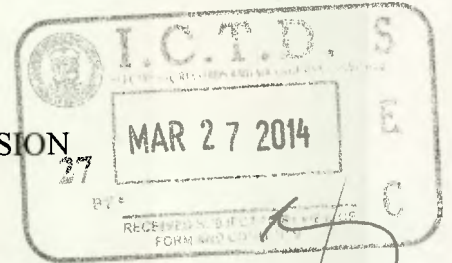
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C



CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES
REGULATION CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	March 25, 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	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 reported therein	Other Matter/Event

Other event:

Please be informed that the Board of Directors of Puregold Price Club, Inc. a meeting held on March 25, 2014, the following matters were duly approved:

1. **Consolidated Audited Financial Statements for Puregold Price Club, Inc. and its subsidiaries as of December 31, 2013.** The Audited Financial Statements will be filed on or before April 15, 2014.
2. **Merger of Company E Corporation** with Puregold Price Club, Inc. The Merger of Company E Corporation is subject to stockholders' approval to be held on May 13, 2014. We will inform the Securities and Exchange Commission for any filings or developments on this merger transaction.

Puregold intends to consolidate all stores catering to the same market group into one company. This is expected to result to a better inventory management, efficient cash management and simplified reporting to government agencies

3. **Notice and Agenda of the Annual Stockholders' Meeting**, as follows:

NOTICE OF ANNUAL STOCKHOLDERS' MEETING

Notice is hereby given that the **ANNUAL STOCKHOLDERS' MEETING OF PUREGOLD PRICE CLUB, INC.** will be held on the 13th day of May 2014, 2 pm, at the Libra Room, 27th Floor, Diamond Hotel, Roxas Blvd. corner Dr. J. Quintos St., Manila with the following agenda:

1. Call to order
2. Certification of service of notice and existence of quorum
3. Approval of the Minutes of the 2013 Annual Stockholders' Meeting and ratification of all acts and resolutions of the Board of Directors and Management from the date of the previous Stockholders' Meeting
4. Annual Report of the Chairman and President and Approval of the Audited Financial Statements as of December 31, 2013
5. Approval of the merger of Company E Corporation with Puregold Price Club, Inc.
6. Election of seven (7) directors inclusive of two (2) independent directors
7. Appointment of External Auditor
8. Other Matters
9. Adjournment

BABY GERLIE SACRO
Corporate Secretary

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.

March 27, 2014


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