

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

1. Date of Report (Date of earliest event reported)
Dec 23, 2016
 2. SEC Identification Number
168063
 3. BIR Tax Identification No.
000-065-142
 4. Exact name of issuer as specified in its charter
PRYCE CORPORATION
 5. Province, country or other jurisdiction of incorporation
Philippines
 6. Industry Classification Code(SEC Use Only)
 7. Address of principal office
17th Floor PRYCE CENTER 1179 Chino Roces Avenue corner Bagtikan Street, Makati
City
Postal Code
1203
 8. Issuer's telephone number, including area code
(+632) 899-4401
 9. Former name or former address, if changed since last report
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 10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA
- | Title of Each Class | Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding |
|---------------------|---|
| Common | 2,000,000,000 |

11. Indicate the item numbers reported herein
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The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party

to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



Pryce Corporation PPC

PSE Disclosure Form 7-1 - Notice of Annual or Special Stockholders' Meeting *References: SRC Rule 17 (SEC Form 17-C) and Sections 7 and 4.4 of the Revised Disclosure Rules*

Subject of the Disclosure

PPC Special Stockholders' Meeting

Background/Description of the Disclosure

Please be informed that at the meeting of the Board of Directors of Pryce Corporation held today, December 21, 2016, the Board approved the holding a special stockholders' meeting on February 2, 2017 at 4 o'clock p.m. for the following purposes:

(i) to secure the approval of the stockholders to the increase in the capital stock of the Corporation by Php 98,000,000.00 and the proposed amendment of the Seventh Article of the Articles of Incorporation to reflect the said increase, as above-stated; and,

(ii) to secure the approval and/or ratification of the placing and subscription transaction whereby Josefina Multi-Ventures Corporation ("Josefina") sold twenty-four million five hundred thousand (24,500,000) shares at the selling price of five pesos (Php 5.00) per share through the facilities of the Philippine Stock Exchange, with the proceeds of the sale to be used to subscribe to 24,500,000 shares out of the above-mentioned increase in the capital stock of the Company, considering that the present authorized capital stock of the Company is already fully subscribed, and at the subscription price of Php 5.00 per share, or the total subscription price of one hundred twenty-two million five hundred thousand pesos (Php 122,500,000.00), including the eventual listing of the shares with the Philippine Stock Exchange.

The record date for determining the stockholders entitled to notice of and to vote at the said meeting shall be January 13, 2017. Notices will be sent to stockholders entitled thereto in due time.

Type of Meeting

Annual

 Special

Date of Approval by Board of Directors	Dec 21, 2016
Date of Stockholders' Meeting	Feb 2, 2017
Time	4:00 p.m.
Venue	Parañaque A & B Function Rooms, Makati Shangri-La, Ayala Avenue corner Makati Avenue, Makati City
Record Date	Jan 13, 2017
Agenda	<p>AGENDA</p> <ol style="list-style-type: none"> 1. Call to Order/Certification of Notice and Determination of Quorum 2. Approval/Ratification of the placing and subscription transaction whereby Josefina Multi-Ventures Corporation sold 24,500,000 shares at the selling price of Php 5.00 per share through the facilities of the Philippine Stock Exchange, with the proceeds of the sale to be used to subscribe to 24,500,000 shares out of the above-mentioned increase in the capital stock of the Company, considering that the present authorized capital stock of the Company is already fully subscribed, and at the subscription price of Php 5.00 per share, or the total subscription price of one hundred twenty-two million five hundred thousand pesos (Php 122,500,000.00), as approved by the Board of Directors on December 7, 2016, including the eventual listing of the shares with the Philippine Stock Exchange. 3. Approval of the increase in the authorized capital stock of the Corporation from Php 2,000,000,000.00 divided into 2,000,000,000 shares with par value of Php 1.00 per share, to Php 2,098,000,000.00 divided into 2,098,000,000 shares, with par value of Php 1.00 per share, including the consequent amendment in Article Seventh of the Articles of Incorporation of the Corporation as approved by the Board of Directors on December 21, 2016. 4. Other Matters 5. Adjournment

Inclusive Dates of Closing of Stock Transfer Books

Start Date	N/A
End Date	N/A

Other Relevant Information

The disclosure was updated to indicate the venue and the agenda for the stockholders' meeting.

Filed on behalf by:

Name	Erica Encabo
Designation	Corporate Information and Compliance