



112162013001768



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

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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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Document ID 112162013001768  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered December 16, 2013  
No. of Days Late 0  
Department CFD  
Remarks



16 December 2013

**Securities and Exchange Commission**  
SEC Building, EDSA, Mandaluyong City

Attention : **Mr. Vicente Graciano Felizmenio**  
Director, Markets and Securities Regulation Department

**The Philippine Stock Exchange**  
Ayala Tower, Ayala Avenue  
Makati City, Metro Manila

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

Subject Matter: **CASH DIVIDEND DECLARATION**

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Gentlemen:

Please be informed that the Board of Directors of Puregold Price Club, Inc. declared today a cash dividend in the total amount of **PHP0.30 per share**, the details of which are as follows:

Regular Dividend – PHP0.20 per share  
Special Dividend – PHP0.10 per share

Record date – January 6, 2014  
Payment date – January 30, 2014

Thank you.

Very truly yours,

  
**CANDY H. DACANAY-DATUON**  
Corporate Information Officer

# 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 4**

Day

\_\_\_\_\_

(Secondary License Type, If Applicable)

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Dept. Requiring this Doc

\_\_\_\_\_

Amended Articles Number/Section

\_\_\_\_\_

Total No. of Stockholders

Total Amount of Borrowing

\_\_\_\_\_

Domestic

\_\_\_\_\_

Foreign

To be accomplished by SEC Personnel concerned

\_\_\_\_\_

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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

1. **16 December 2013**

Date of Report (Date of earliest event reported)

2. SEC Identification Number **A199813754**

3. BIR Tax Identification No. **201-277-095**

4. **PUREGOLD PRICE CLUB, INC.**

Exact name of issuer as specified in its charter

5. ....

(SEC Use Only)

Province, country or other jurisdiction of  
Incorporation

Industry Classification Code:

7. **No. 900 Romualdez St., Paco, Manila**

Address of principal office

**1007**

Postal Code

8. **Tel. No. (02) 523-3055**

Issuer's telephone number, including area code

9. N/A

.....

Former name or former address, if changed since last report

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

Common shares

**2,766,406,406 shares and debt of  
Php3,338,700,000.00**

Treasury shares

**16,911,006 shares**

11. Indicate the item numbers reported herein:

Other Matters

Item No. 9 Other events:

### RESULT OF BOARD MEETING

Please be informed that the Board of Directors of Puregold Price Club, Inc. declared today a cash dividend in the total amount of **PHP0.30 per share**, the details of which are as follows:

Regular Dividend – PHP0.20 per share  
Special Dividend – PHP0.10 per share

Record date – January 6, 2014  
Payment date – January 30, 2014

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**PUREGOLD PRICE CLUB, INC.**

**16 December 2013**

  
**ATTY. CANDY H. DACANAY-DATUON**  
Assistant Corporate Secretary