



112052013002474



SECURITIES AND EXCHANGE COMMISSION

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Company Information

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

Document Information

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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)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier



5 December 2013

Securities and Exchange Commission
SEC Building, Greenhills, Mandaluyong City
Metro Manila

Attention : **Ms. Justina F. Callangan**
Director, Corporate Governance & Finance Dept.

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

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

Subject Matter : Entenso Equities, Inc.

Ladies and Gentlemen:

Please be informed that Entenso Equities, Inc. acquired 49.34% of San Roque Supermarkets.

San Roque Supermarkets operates nine (9) stores all located within Metro Manila.

Entenso Equities, Inc. is a wholly owned subsidiary of Puregold Price Club, Inc.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

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. **5 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:

Entenso Equities, Inc. acquired 49.34% of San Roque Supermarkets.

San Roque Supermarkets operates nine (9) stores all located within Metro Manila.

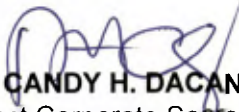
Entenso Equities, Inc. is a wholly owned subsidiary of Puregold Price Club, Inc.

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.

5 December 2013


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary