



107092013003698



## 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

### Barcode Page

The following document has been received:

**Receiving Officer/Encoder** : Julius N. Salustiano  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : July 09, 2013 05:50:02 PM  
Received From : Head Office

Company Representative

---

Doc Source

Company Information

---

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

### Document Information

---

---

Document ID 107092013003698  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered July 03, 2013  
No. of Days Late 0  
Department CFD  
Remarks

# 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 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

Total Amount of Borrowing

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier

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. **July 3, 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:  
**No. 900 Romualdez St., Paco, Manila**      **1007**  
Address of principal office      Postal Code
8. **Tel No. (02) 532-3055**  
Issuer's telephone number, including area code
9. ....  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 7 and 8 of the RSA:

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt
<b>Common shares</b>	<b>2,766,406,406</b>
<b>Trust Receipts Payable</b>	<b>Php8,634,129</b>

11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

Item No. 9 Other events:

Please be informed that Puregold Price Club, Inc. is establishing another subsidiary in the name of ENTENSO EQUITIES, INCORPORATED.

Entenso Equities, Inc. will house investments of Puregold Price Club, Inc. to other food retail-related activities.

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.

9 July 2013



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