



111282013002795



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
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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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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 3 1

Month Day

SEC FORM 17-C

(Form Type)

0 5 1 4

Month 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



November 28, 2013

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

Attention: **Justina Callangan**  
Director, Corporation Finance Department

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

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

Subject Matter: **INCREASE OF AUTHORIZED CAPITAL STOCK OF  
KAREILA MANAGEMENT CORPORATION AND DIVIDEND DECLARATION**

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GENTLEMEN:

Please be informed that the Board of Directors of Kareila Management Corporation (Kareila), in a meeting held on November 28, 2013, approved the following:

- a. Increase of Authorized Capital Stock from Five Hundred Million Pesos (₱500,000,000.00) divided into Five Million (5,000,000) shares, with a par value of One Hundred Pesos (₱100.00) per share to Three Billion Pesos (₱3,000,000,000.00) divided into Thirty Million (30,000,000) shares with a par value of One Hundred Pesos (₱100.00) per share;
- b. Cash dividend amounting to Four Hundred Seventy Five Million Pesos (PHP475,000,000.00);
- c. Stock dividend of Six Million Two Hundred Fifty Thousand (6,250,000) shares equivalent to Six Hundred Twenty Five Million Pesos (₱625,000,000.00).

Kareila is a wholly-owned subsidiary of Puregold Price Club, Inc.

It is currently operating eight (8) S&R membership shopping warehouses located at (a) Global City, Taguig City (b) Aseana, Parañaque City (c) Congressional, Quezon City; (d) San Fernando, Pampanga (e) Davao City (f) Alabang, Muntinlupa City (g) Cebu City and (h) Shaw Boulevard, Manduyong City.

Very truly yours,

  
**CANDY R. 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. **28 November 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

December 2003

Item No. 9 Other events:

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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.

28 November 2013

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