



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**

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, Mandaluyong City.

Very truly yours,


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. **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:

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.

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