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SECURITIES AND EXCHANGE COMMISSION

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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)

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To be accomplished by SEC Personnel concerned

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January 28, 2013

SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills,
Mandaluyong City, Metro Manila

Attention: **Director Justina F. Callangan**
Corporate Finance Division

Gentlemen/Mesdames:

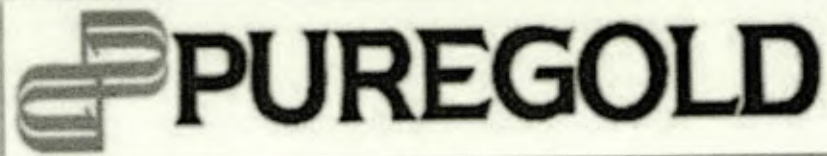
Please be advised that Puregold Price Club, Inc. (PGOLD) is participating in the J.P. Morgan's Philippine Conference in Manila on January 31, 2013.

We have enclosed in the attached the presentation material to be used by PGOLD for the said conference.

Thank you!

Very truly yours,


ATTY. CANDY DACANAY-DATUON
Assistant Corporate Secretary

The logo for PUREGOLD, featuring a stylized 'P' icon followed by the word 'PUREGOLD' in a bold, sans-serif font.

PUREGOLD PRICE CLUB, INC. Company Presentation


- J.P. Morgan's Philippine Conference
January 31, 2013



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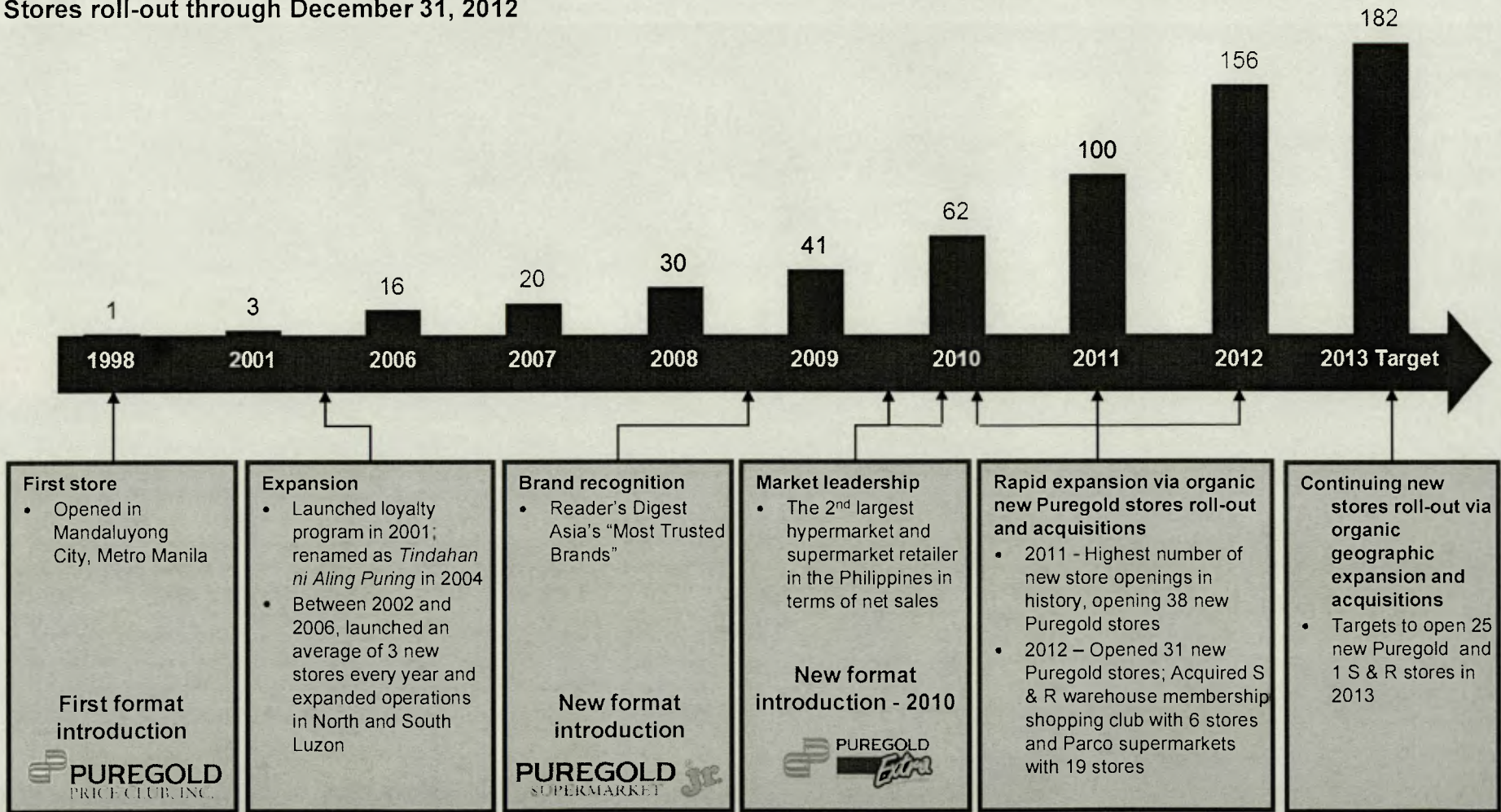
Sa  PUREGOLD, Always Panalo!

1. Update on Puregold



History and development

Stores roll-out through December 31, 2012

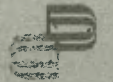


Rapid store expansion from 1 to 156 stores in 14 years

Operating Statistics – December 31, 2012



Formats	Hypermarket; supermarket; extra	Membership shopping	Supermarket
No. of stores	131	6	19
Net selling area (sqm)	259,617	24,803	20,723
Net selling area composition	<p>Puregold 85.1% S&R 8.1% Parco 6.8%</p>		
No. of stock-keeping units (SKUs)	1,500 – 50,000	Up to 5,000	Up to 8,000
Locations	Major intersections and transportation hubs; residential areas	Commercial districts	Residential areas
Customer targets	Retail consumers & re-sellers	Retail consumers	Re-sellers and retail consumers
Wide Product Distribution	<p>Non-food 26% Food 74%</p>	<p>Non-food 50% Food 50%</p>	<p>Non-food 25% Food 75%</p>

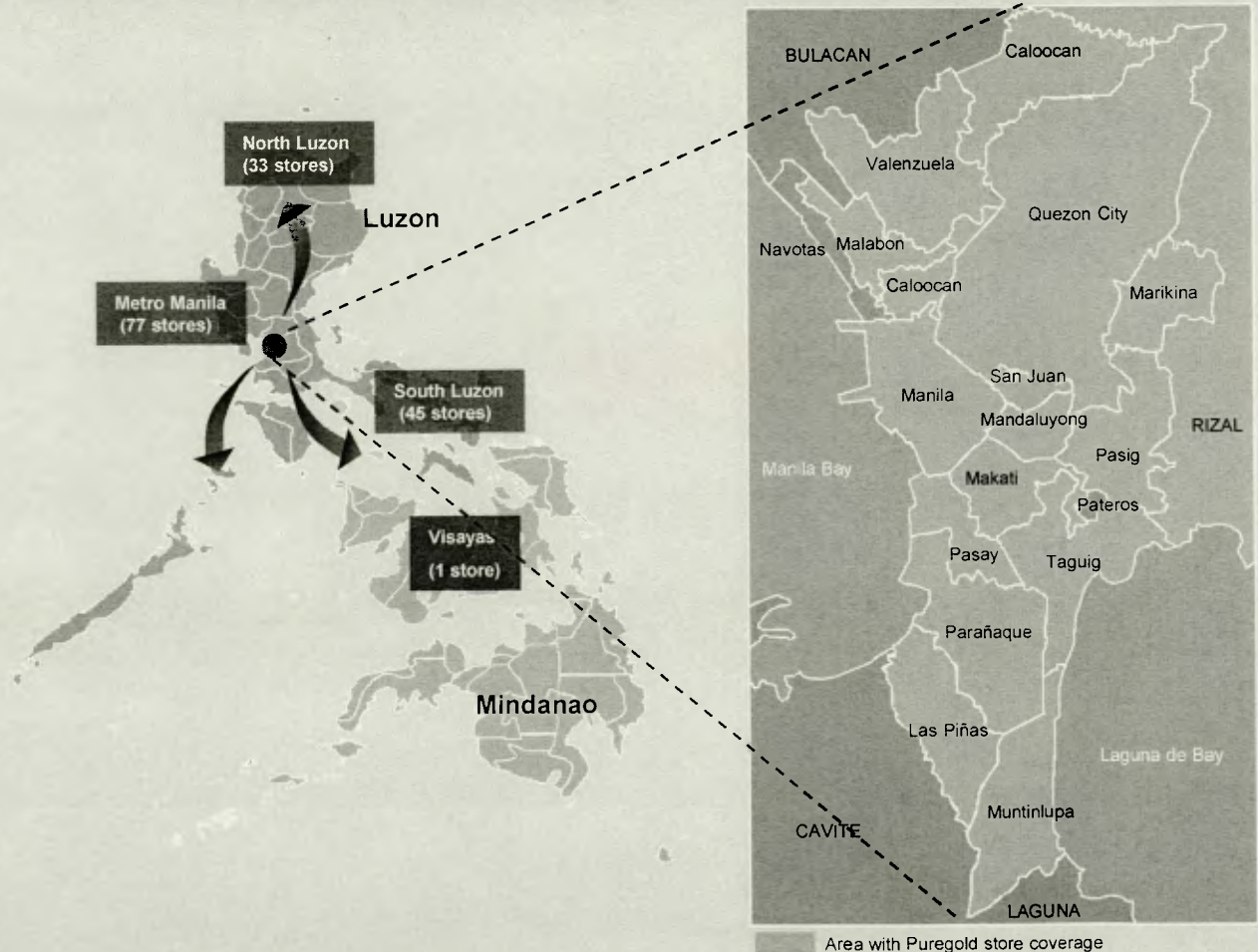
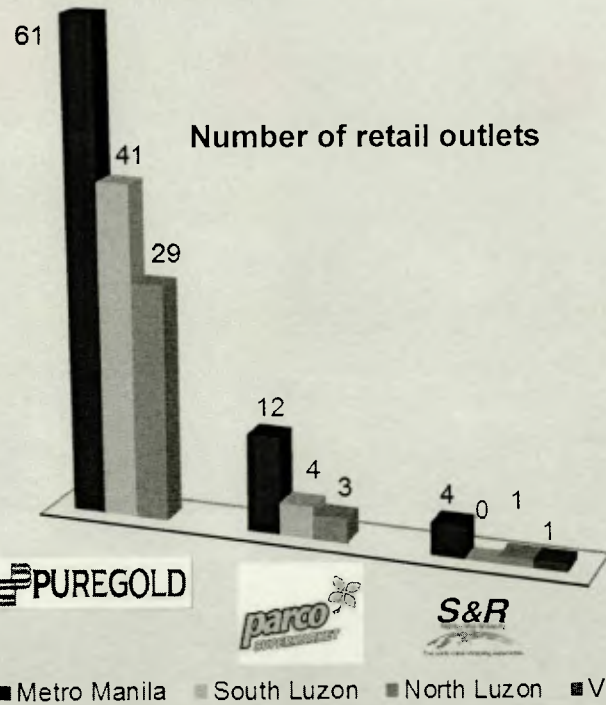


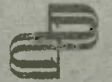
Store Portfolio – December 31, 2012

Key statistics

No. of stores	• 156
Presence in	• 39 cities and 35 municipalities
Net selling area	• 305,143 sqm.

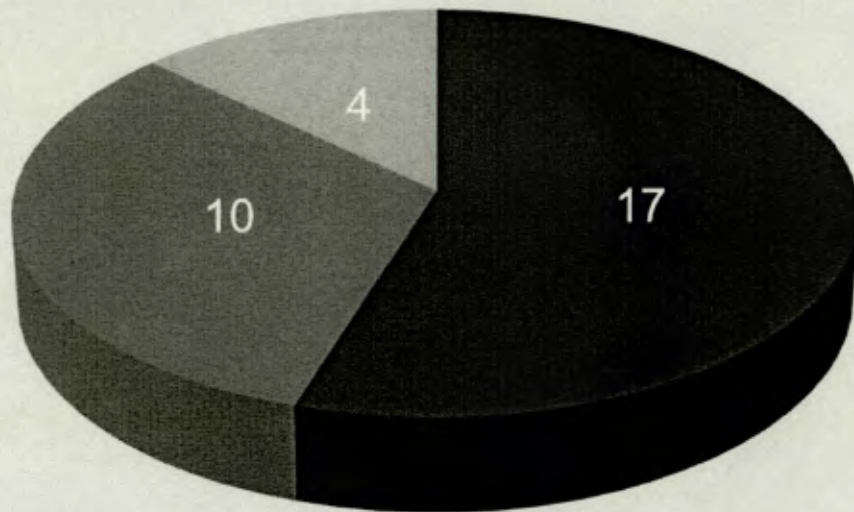
Geographic coverage





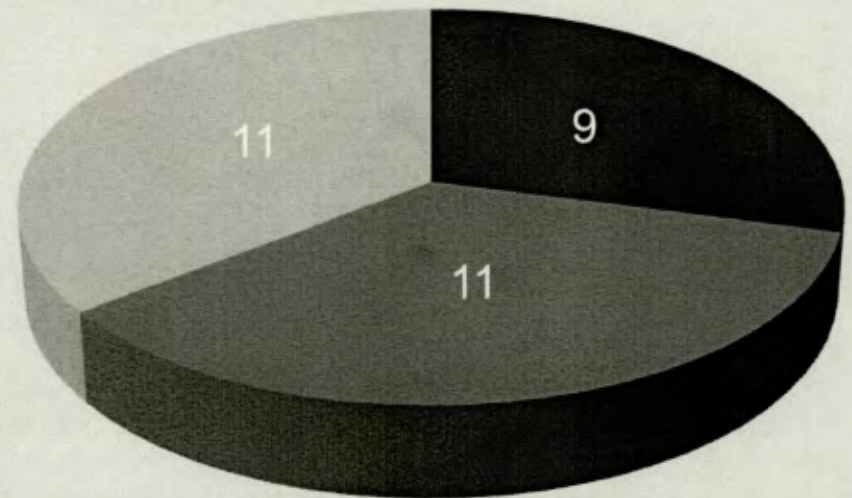
Store Portfolio – December 31, 2012

New stores opened per format in CY 2012



■ Hypermarket ■ Supermarket ■ Extra

Locations of new stores opened in CY 2012



■ Metro Manila ■ North Luzon ■ South Luzon



Store Portfolio – December 31, 2012

Opened on July 2012 in San Andres, Manila





PUREGOLD

Store Portfolio – December 31, 2012

Opened on January 2012 in Benguet



Opened on November 2012 in Palawan



Financial Performance – 3Q 2012



Formats	Hypermarket, supermarket, extra	Membership shopping	Supermarket
Revenue contribution		<p>Puregold 89.0% S&R 8.4% Parco 2.6%</p>	
Gross profit per brand (PHP million)	5,324.7 (15.3%)	798.0 (24.4%)	144.0 (13.9%)
Total traffic (million)	63.4	2.1*	7.6*
Average net ticket (PHP)	550	3,637	348
Net sales growth (%)	30	43	-7
Traffic growth (%)	32	17*	7*
Average net ticket growth (%)	-2	22*	-13*
Like-for-like net sales growth (%)**	3	29	-14
Like-for-like traffic growth (%)**	-2	3	-2
Like-for-like average net ticket growth (%)**	5	26	-12

* Considered the full 9 months as of 3Q 2012, though acquired in June 2012

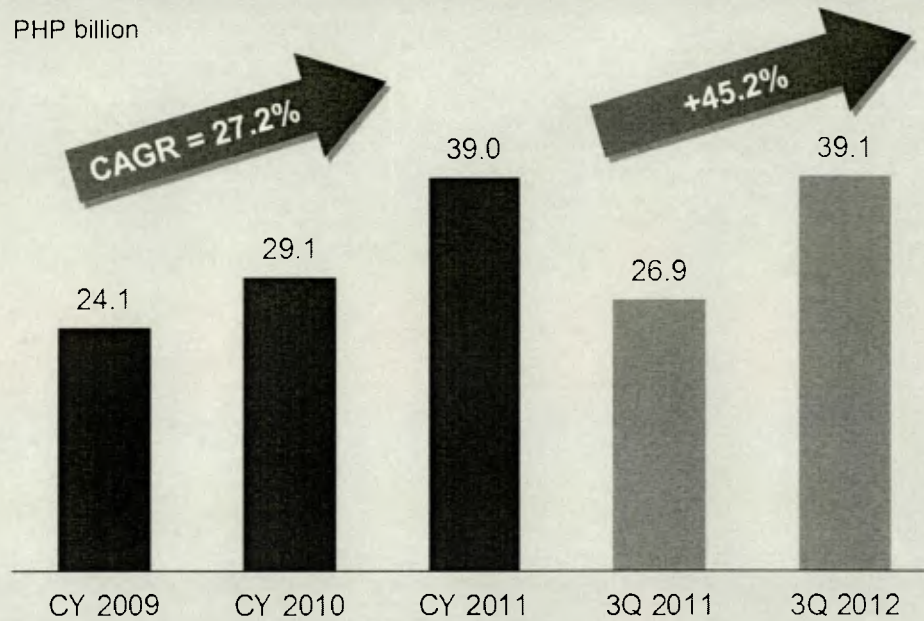
** Stores that are included in like-for-like comparisons are those that have operated for at least 12 months preceding the beginning of the last month of the reporting period; for Puregold and S&R, these are the 62 and 5 stores, respectively, operating as of December 31, 2010



Financial Performance

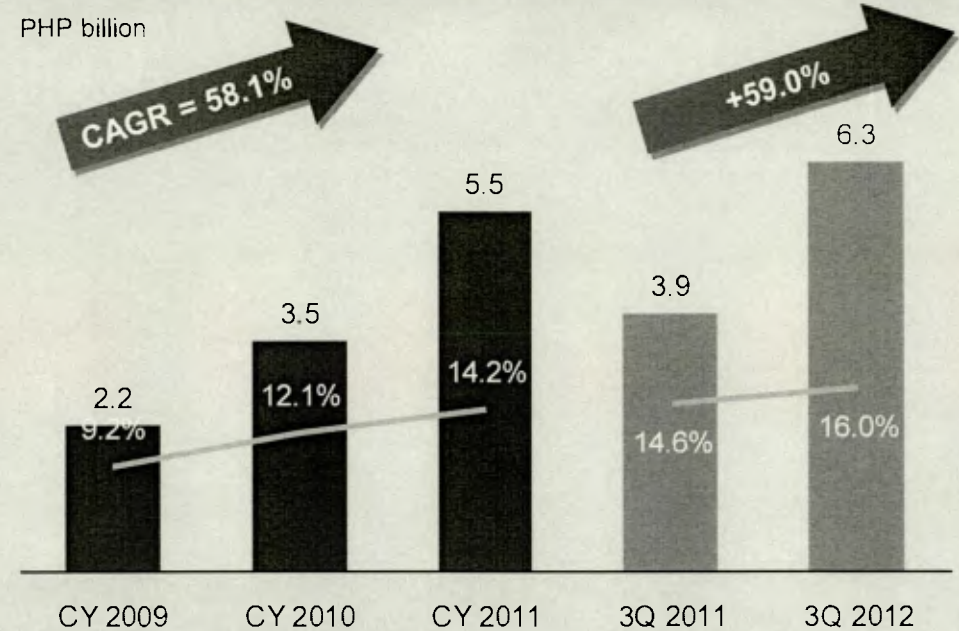
Revenues

PHP billion



Gross profit

PHP billion



■ Gross profit — Gross margin (%)

- Strong revenue growth driven by continuing new Puregold stores roll out
- Scale of operations resulted to continuing support from suppliers in terms of discount and rebates
- Acquisitions supported continuing growth in revenues and sustainability of margins

Notes:

Puregold Junior results were consolidated from 2H 2010 onwards

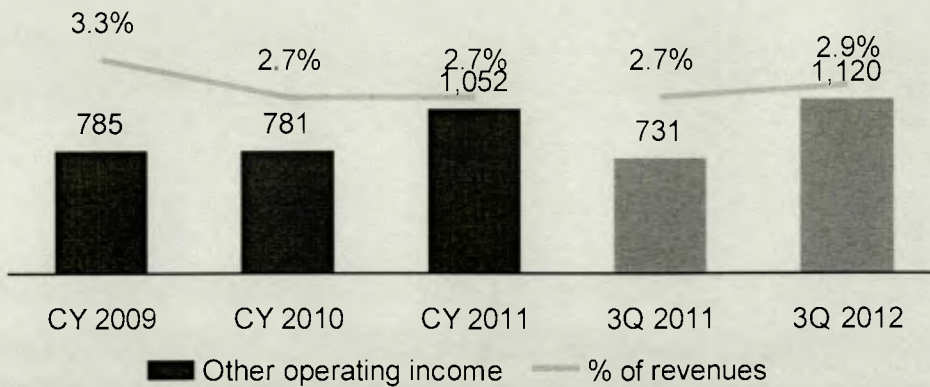
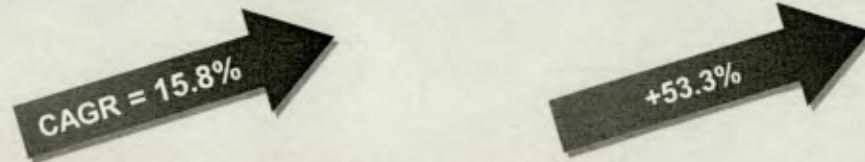
June to September 2012 financial results of S&R and Parco consolidated in 3Q 2012 results of PGOLD



Financial Performance

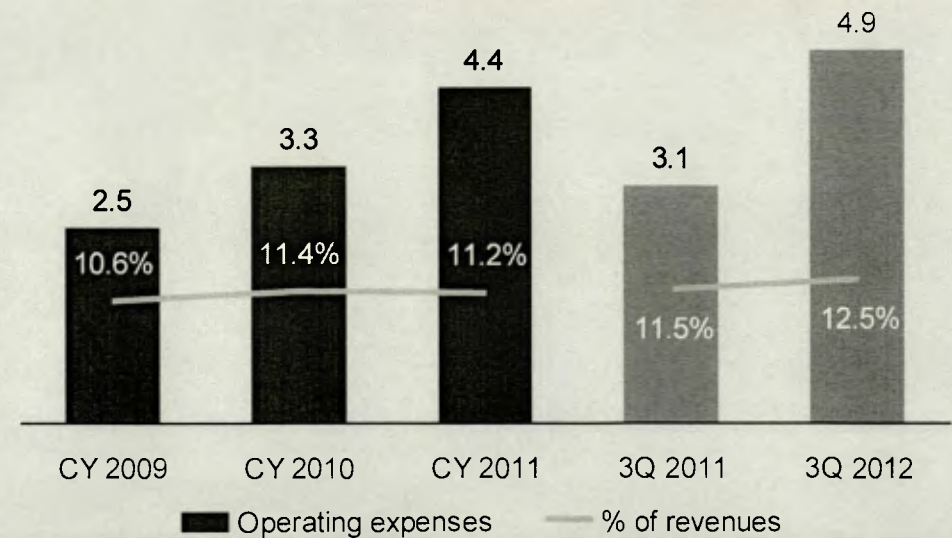
Other operating income

PHP million



Operating expenses

PHP billion



Notes:

Puregold Junior results were consolidated from 2H 2010 onwards

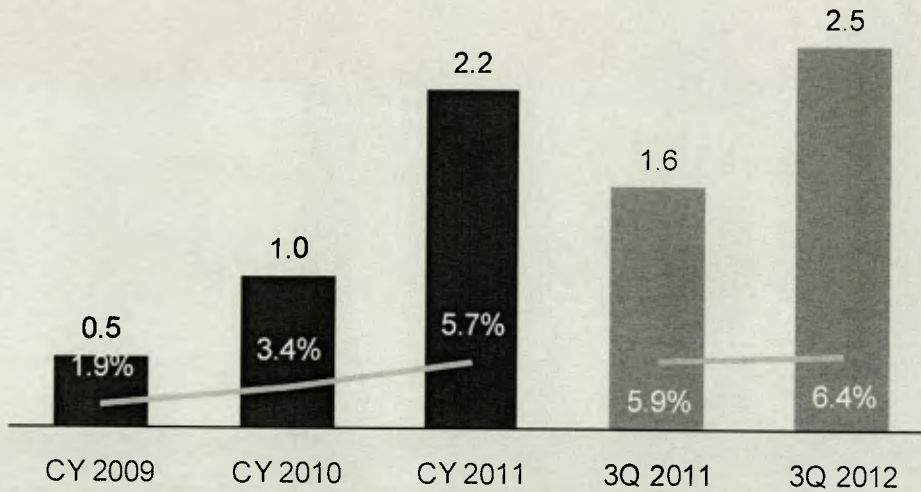
June to September 2012 financial results of S&R and Parco consolidated in 3Q 2012 results of PGOLD

Financial Performance



Income from operations

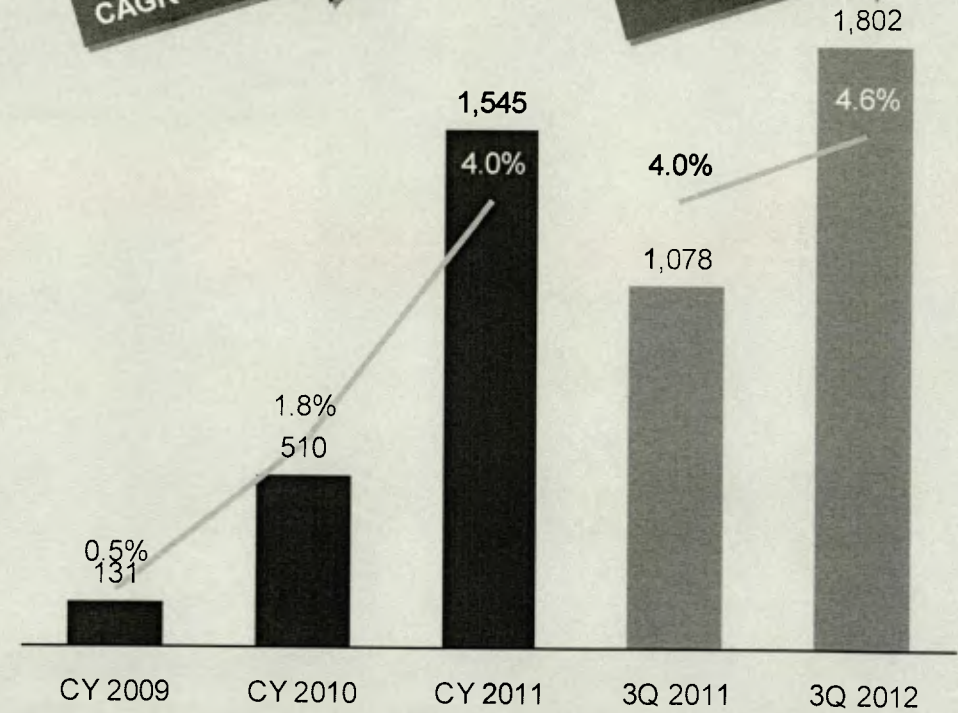
PHP billion



■ Operating income — Operating margin (%)

Net income

PHP million



■ Net income — Net margin (%)

Notes:

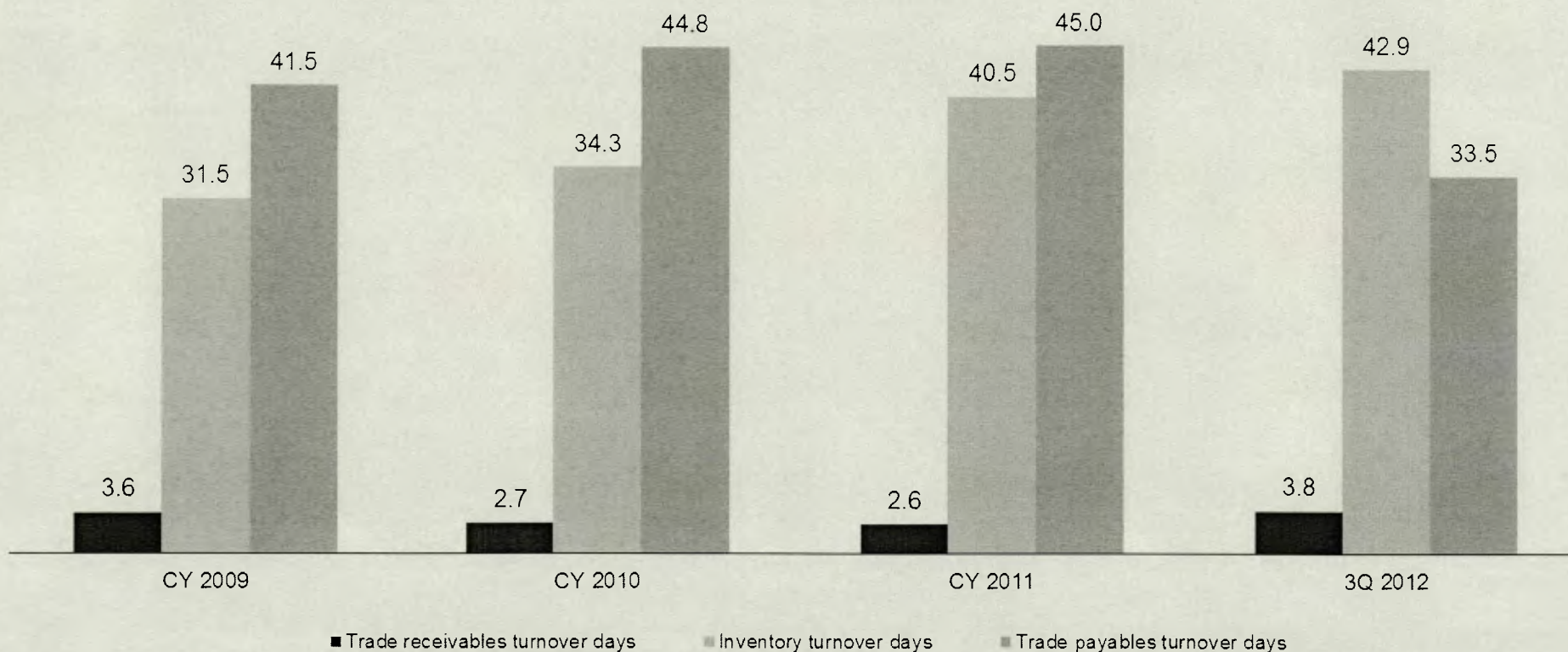
Puregold Junior results were consolidated from 2H 2010 onwards

June to September 2012 financial results of S&R and Parco consolidated in 3Q 2012 results of PGOLD



Financial Performance

Stable working capital days




Notes:

Average of inventory at the beginning and end of the period / cost of sales x 363 (for full year) or x 270 (for 3Q)

Average of trade receivables at the beginning and end of the period / net sales x 363 (for full year) or x 270 (for 3Q)

Average of trade payable at the beginning and end of the period / cost of sales x 363 (for full year) or x 270 (for 3Q)



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2. Approved acquisition of Company E Corporation, operating 4 Eunilaine foodmarts and 11 Grocer E supermarts

Transaction overview

Puregold acquired 100% of the equity of Company E Corporation for PHP330 million

Transaction

- Puregold acquired 100% of the equity of Company E Corporation (“Company E”)
- Company E is the operating company of the Enciso family for 4 Eunilaine foodmarts and 11 Grocer E supermarts
- Approved by Puregold ExCom on January 14, 2013 and closed on January 15, 2013

Consideration

- Cash transaction
- Funded from the proceeds of the Puregold corporate notes issue

Valuation

- Equity value of PHP330 million
- Implied 5.5x of full CY 2013 estimated net income under Puregold management

Transaction rationale



- ✓ Consolidation of smaller supermarket operators, which is feeding the M & A component of the expansion plans of Puregold
- ✓ Novel retailing model capitalizing on the growing consumer needs of the community and residential markets
- ✓ Strong catalyst to further grow the end-consumer customer base of Puregold comprising the “C” and “D” customers in areas of operation
- ✓ Significant profitability potential from adoption of Puregold’s direct sourcing from suppliers
- ✓ Strengthening Puregold’s presence in existing catchment areas in Quezon City and expanding in new areas in Marikina City and Rizal



Overview of Company E

Company E is a 32-year old supermarket chain owned by the Enciso family operating the Eunilaine foodmart and the Grocer E supermart

- Operates in existing catchment areas of Puregold in Quezon City and in new areas in Marikina City and Rizal
- Targets the community and residential markets with its customer base comprising of “C” and “D” end-consumers in areas of operations
- Broad product range in both food and non-food just like Puregold; with strong reputation for quality fresh produce
- Operates 15 stores with 7 in Metro Manila, 2 in Cavite and 6 in Rizal
- Net selling area of about 8,041 square meters



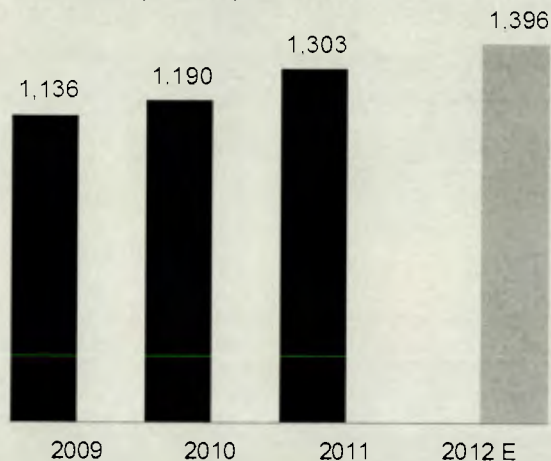
Kalayaan Avenue, Diliman, Quezon City



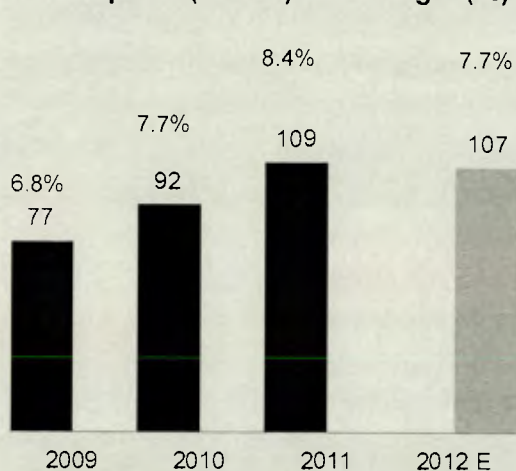
Company E historical financial performance PUREGOLD

Consolidated revenues of the 15 Eunilaine foodmarts and Grocer E supermarts posted a CAGR of 7.11% during the 3-year track period CY 2009 to CY 2011

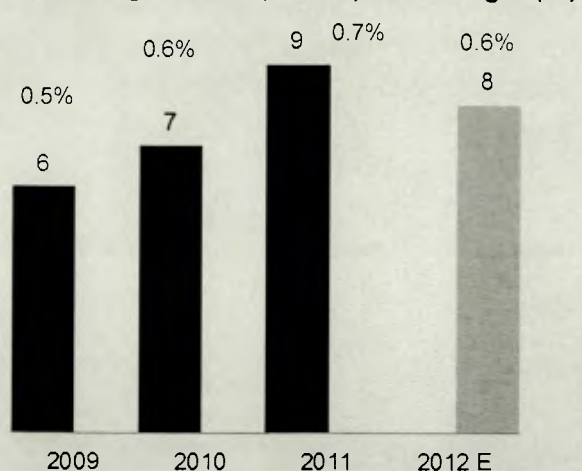
Revenue (PHPm); CAGR = 7.11%



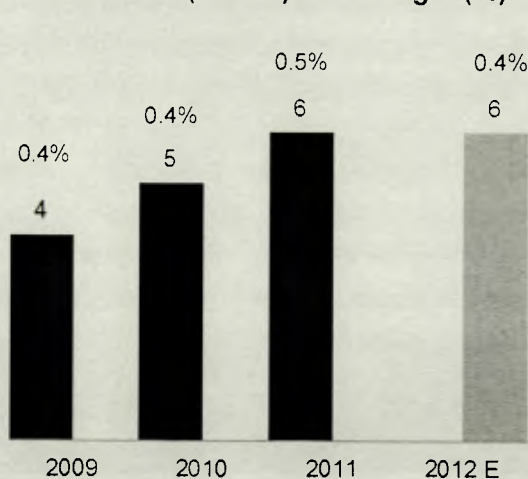
Gross profit (PHPm) and margin (%)



Operating income (PHPm) and margin (%)



Net Income (PHPm) and margin (%)




Current number of stores drove consolidated revenues to post a CAGR of 7.11%

Company E supermarkets sustained gross profit margins of about 8% with the continued sourcing of goods and merchandises for sale from wholesalers and distributors.

Operating margins throughout the track period remained at low levels arising from lower gross profit margins

Net profitability of the Company E supermarkets mirrored the low levels of gross profit and operating margins



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3. Appendix

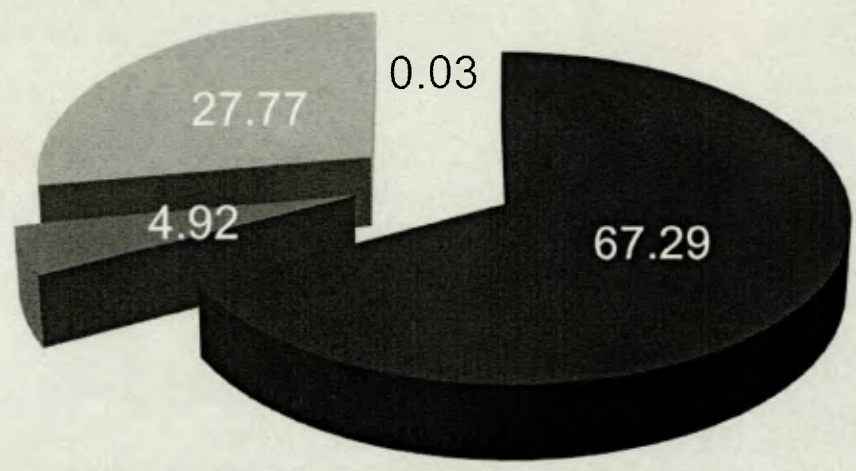


PGOLD ownership structure; Co family

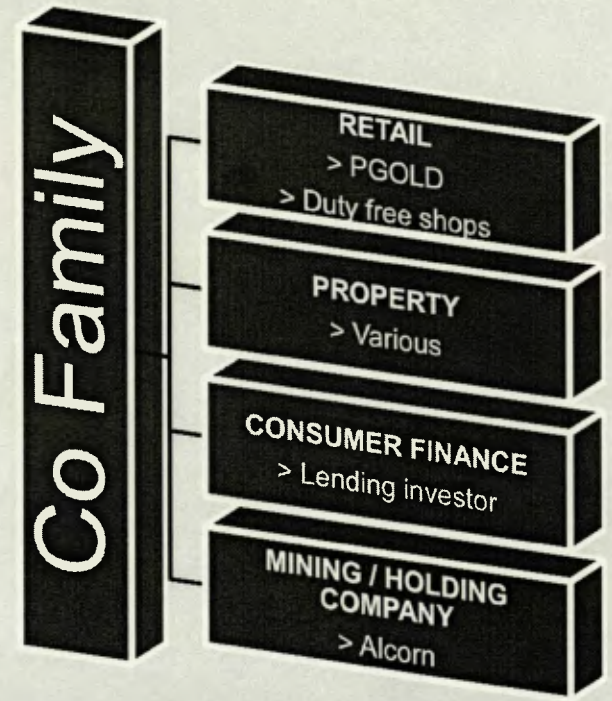
PGOLD ownership structure as of December 31, 2012 (in %)

Investments of the Co family

Authorized capital stock – 3,000,000,000 shares
Issued and outstanding – 2,766,406,250 shares



■ Co Family ■ Public - Filipino ■ Public - Foreign ■ Directors



Q & A

Many thanks!