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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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Company Name PUREGOLD PRICE CLUB INC.
Industry Classification
Company Type Stock Corporation

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COVER SHEET

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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)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

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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



August 13, 2013

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

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

Trixie Posadas
Examiner, Corporation Finance Department

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

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

RE: JOINT ANALYSTS' BRIEFING AND GLOBAL INVESTORS CALL

GENTLEMEN:

Attached hereof is the SEC 17-C of Puregold Price Club, Inc. in relation to the Joint Analysts' Briefing and Global Investors Call to be held on August 15, 2013 4:30 PM, at South Room A and B, 25th Floor, Tower One, Ayala Triangle, Ayala Avenue, Makati City.

Thank you.

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. 13 August 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 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
Common shares	2,766,406,406 shares and debt of P2,963,700,000
Treasury shares	16,911,006 shares

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

Item No. 9 Other events:

Please be advised that Puregold Price Club, Inc. (PGOLD) will conduct a Joint Analysts' Briefing and Global Investor Call on the company's financial results and performance for 1H 2013 on August 15, 2013, Thursday, at 4:30PM, Manila/Hong Kong/Singapore time.

The Analysts' Briefing will be held at the following venue:

South Room A & B
25th Floor, Tower One
Ayala Triangle, Ayala Avenue, Makati City

Interested parties who would want to join the Global Investor Call may dial-in using the details below:

	International toll-free dial-in numbers	Conference ID
Philippines	180011100434	29317164
Hong Kong	800968831	29317164
Singapore	8006162236	29317164
USA	18662421388	29317164
UK	08082347860	29317164

A digital recording of the Global Investor Call will be available for replay four (4) hours after the call's completion. To access the recording, guests will use the dial-in numbers listed below and the Conference ID (29317164).

Dial-In Numbers

Philippines	180011101167
Hong Kong	800901393
Singapore	8004411242
UK	08009531533
USA	18662474222

Start Date / Time: August 15, 2013 / 21:30

End Date / Time: August 21, 2013 / 23:59

Kindly advise all PSE member-brokers of this Joint Analysts' Briefing and Global Investor Call of PGOLD.

Interested parties may confirm their attendance or participation through:

Telephone numbers: 523-3055; 522-8801

Email: jimmy.perez@puregold.com.ph

Attached hereof are the materials for the Analysts' Briefing and Global Investors Call.

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.

13 August 2013


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

PUREGOLD PRICE CLUB, INC.

Joint Analysts' Briefing and Global Investor Call 1H 2013 Results and Performance

August 15, 2013



PGOLD

LISTED ON OCTOBER 5, 2011 AT P_H12.50; CLOSED ON DECEMBER 28, 2012 AT P_H33.00

Briefing Outline

- Headlines
- Operating Performance
- Financial Performance
- Guidance for full-CY 2013

Headlines (1)

- Opened 21 new Puregold and S&R stores in 1H 2013
- Acquired Company E with 15 stores
- Operating 192 stores at end-1H 2013; with NSA of over 330,000 sqm.; NSA grew by 8% from organic expansion and at 10% including acquisitions

Headlines (2)

- Consolidated net sales expanded by 41.9%; Puregold stores sales increased by 23.6% and accounted for 83.8% of consolidated net sales
- Gross profit grew by 56.8%; with gross profit margin improving to 17.5% from 15.8% in 1H 2012

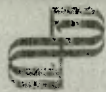
Headlines (3)

- Operating income increased by 64.9%; with operating margin rising up to 7.1% from 6.1% in 1H 2012
- Consolidated NIAT expanded by 71.5%; Puregold stores NIAT swelled by 21.2% and accounted for 64.5% of consolidated NIAT
- PGOLD net profit margin posted at 5.4% from 4.4% in 1H 2012

Headlines (4)

- For full-CY 2013, guiding a 30% growth in consolidated net sales; Targeting net profit margin of 5.1%, at end-CY 2013
- Intends to open 35 new Puregold stores and 1 S&R store in full-CY 2013
- Aims to pursue acquisitions as a template to further geographic expansions

Operating Performance – 1H 2013



PUREGOLD

Hypermarket; supermarket; extra

S&R

Membership Shopping
The world class shopping experience

Membership shopping

Formats	Hypermarket; supermarket; extra	Membership shopping
No. of stores	185*	7
Net selling area (sqm)	305,409	29,362
Net selling area composition	<p>Puregold 91.2% S&R 8.8%</p>	
No. of stock-keeping units (SKUs)	1,500 – 50,000	Up to 5,000
Locations	Major intersections and transportation hubs; residential areas	Commercial districts
Customer targets	Retail consumers & re-sellers	Retail consumers
Wide Product Distribution	<p>Non-food 26% Food 74% Non-food 50% Food 50%</p>	

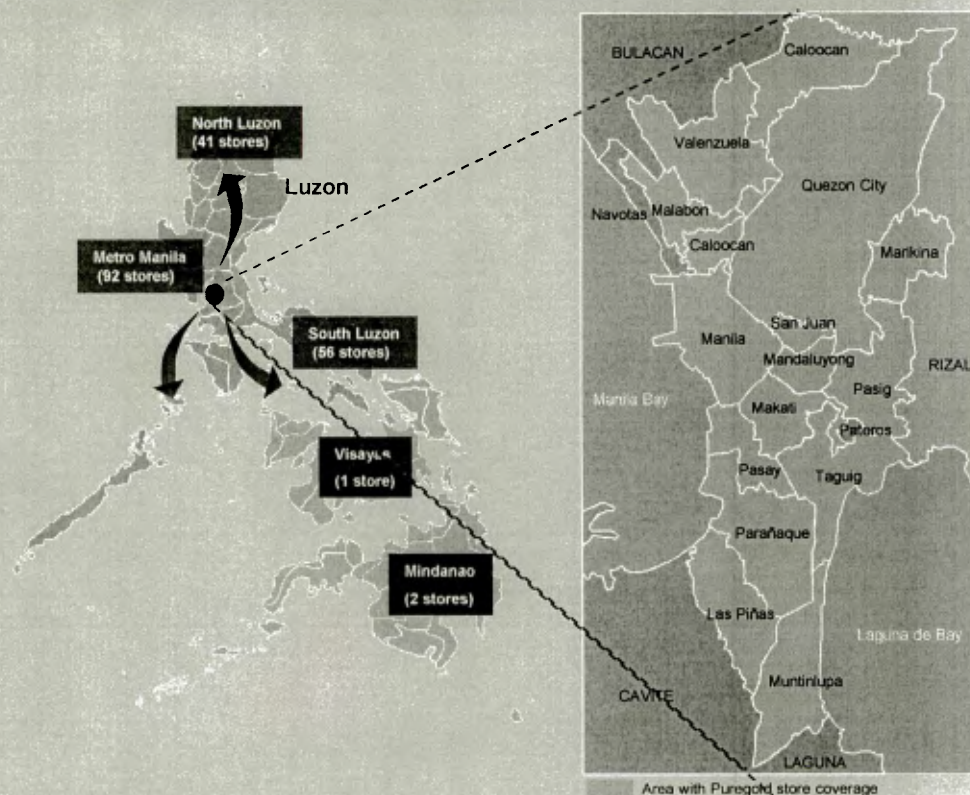
* Includes the 19 Parco and 15 Company E stores which were and will be re-branded into Puregold

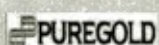

Store Portfolio – 1H 2013

Key statistics

No. of stores	• 192
Presence in	• 46 cities and 42 municipalities
Net selling area	• 334,771 sqm.

Geographic coverage



		
Metro Manila	88	4
North Luzon	40	1
South Luzon	56	0
Visayas	0	1
Mindanao	1	1
	<u>185</u>	<u>7</u>

Store Portfolio – 1H 2013

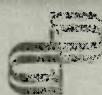


Opened on June 2013 In Digos City

Opened on May 2013 in Davao City



Financial Performance – 1H 2013



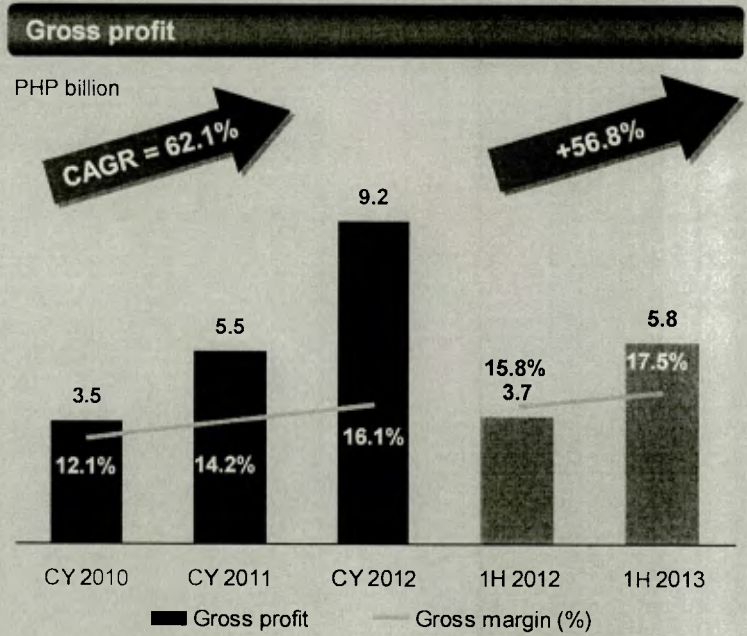
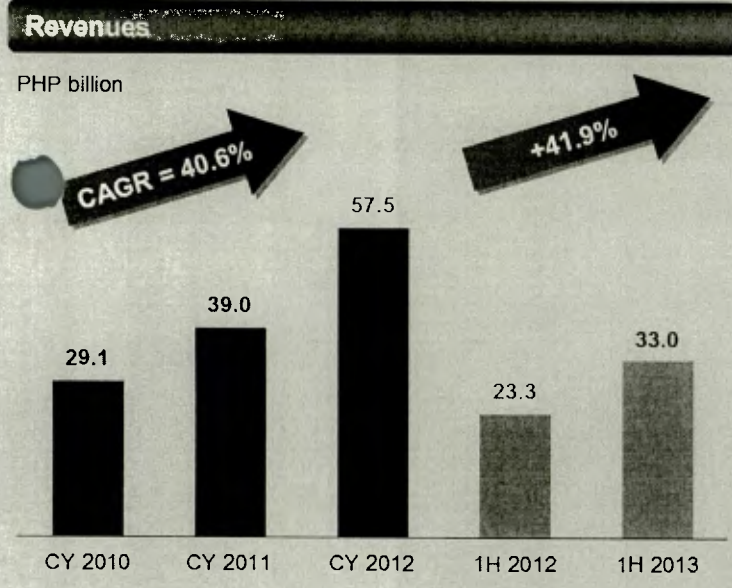
PUREGOLD



Formats	Hypermarket, supermarket, extra	Membership shopping
Revenue contribution	Puregold 83.8%	S&R 14.9% Company E 1.3%
Gross profit per brand (PHP million)	4,523 (16.4%)	1,182 (24.0%)
Total traffic (million)	50.2	1.6
Average net ticket (PHP)	527	3,627
Net sales growth (%)	23.6	30.1
Traffic growth (%)	22.5	24.2
Average net ticket growth (%)	-3.5	4.8
Like-for-like net sales growth (%)*	-0.3	26.8
Like-for-like traffic growth (%)*	-1.5	20.0
Like-for-like average net ticket growth (%)*	1.2	5.6

* 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 100 and 6 stores, respectively, operating as of December 31, 2011

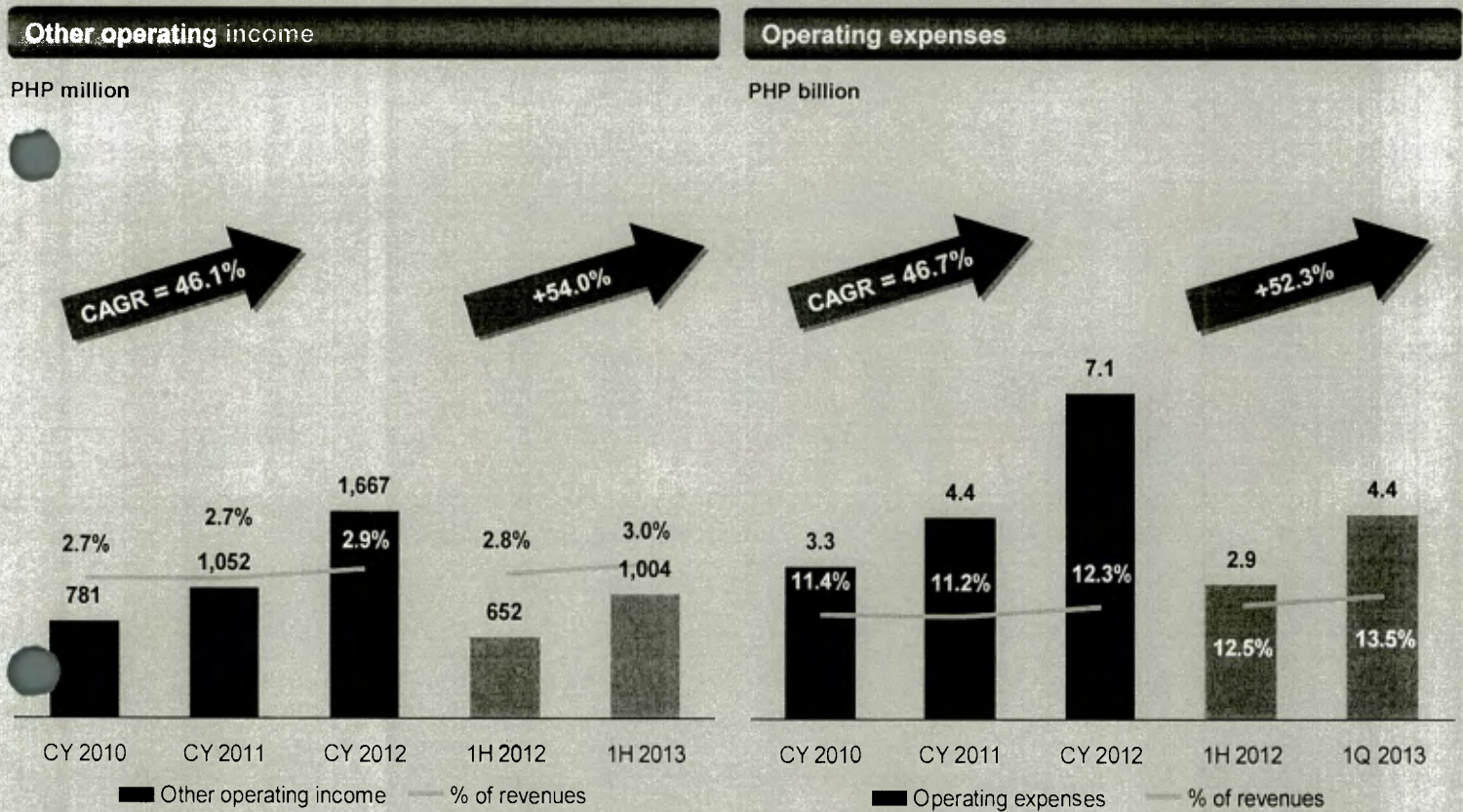
Financial Performance – 1H 2013



- Continuing strong revenue growth driven by the 185 Puregold stores and the 7 S&R stores
- Increasing scale of operations resulted to continuing support from suppliers in terms of discount and rebates
- Re-branded acquisitions supported continuing growth in revenues and sustainability of margins

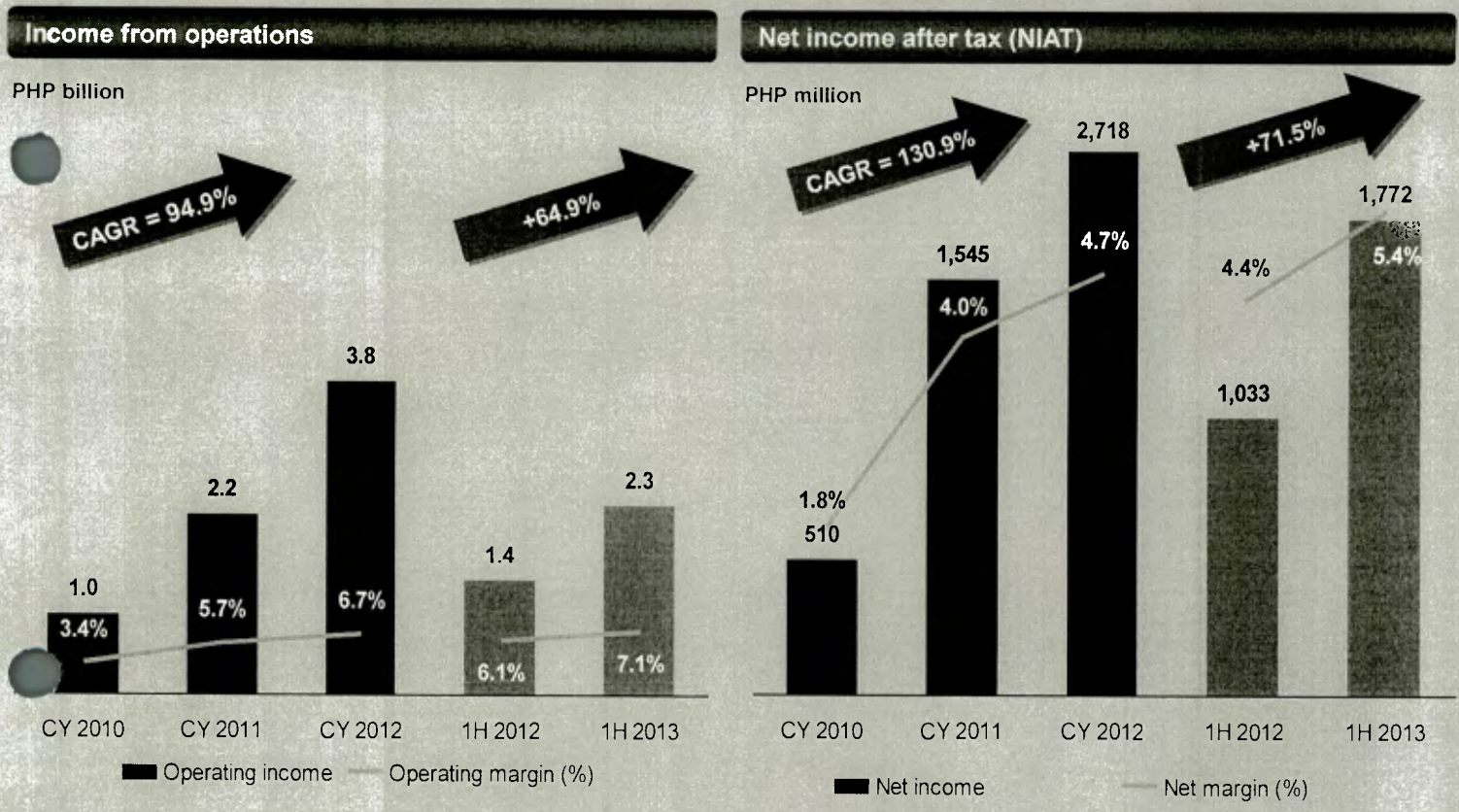
Notes:
 Puregold Junior results were consolidated from 2H 2010 onwards
 June to December 2012 financial results of S&R and Parco consolidated into CY 2012 results of PGOLD

Financial Performance – 1H 2013



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 Puregold Junior results were consolidated from 2H 2010 onwards
 June to December 2012 financial results of S&R and Parco consolidated into CY 2012 results of PGOLD

Financial Performance – 1H 2013

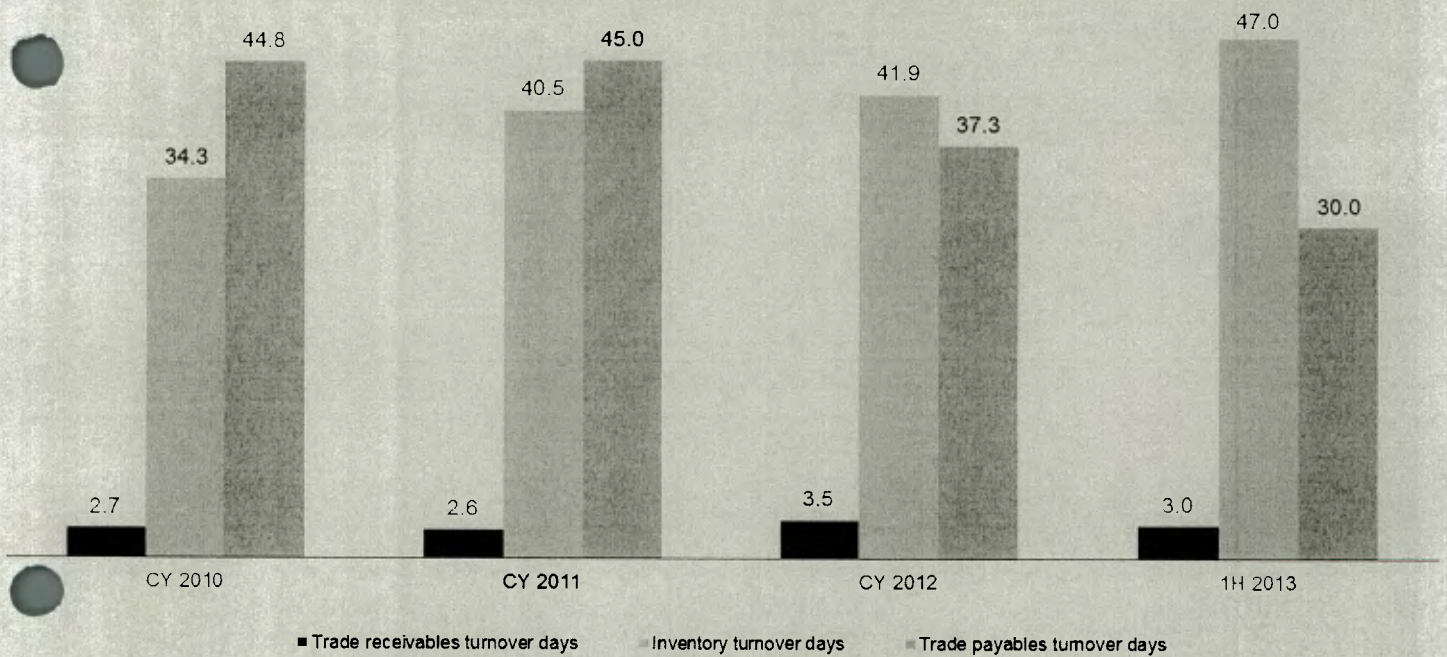


Notes:
 Puregold Junior results were consolidated from 2H 2010 onwards
 June to December 2012 financial results of S&R and Parco consolidated into CY 2012 results of PGOLD

Financial Performance – 1H 2013



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 180 (for 1H)
 Average of trade receivables at the beginning and end of the period / net sales x 363 (for full year) or x 180 (for 1H)
 Average of trade payable at the beginning and end of the period / cost of sales x 363 (for full year) or x 180 (for 1H)

Guidance for full-CY 2013

- Consolidated net sales targeted to grow by 30% from PhP57.5 billion in CY 2012, driven by the following:
 - net sales growth of total network of 192 Puregold and S&R stores
 - like-for-like net sales growth targeted at 1.5% for 100 Puregold stores as of end-CY 2011; S&R stores at 12% for 6 stores
 - full year operations of 31 new Puregold stores opened in CY 2012
 - consolidation of twelve-month results of S&R and Parco, re-branded after completion of renovations
 - Operations of 35 new Puregold stores and 1 S&R store opened and to be opened in CY 2013
 - Operations of 15 Company E stores acquired in January 2013; after renovations and re-branding

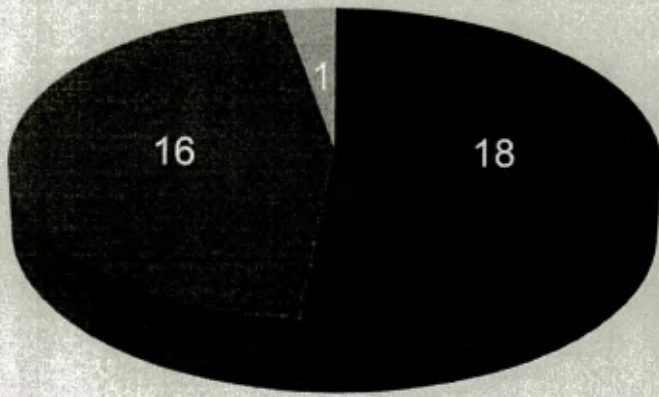
Guidance for full-CY 2013



- Targeting net profit margin of 5.1%, at end-CY 2013
- Opening 35 new Puregold stores and 1 S&R store in full-CY 2013
 - Twenty (20) new Puregold stores and one (1) new S&R store opened in 1H 2013
 - Remaining 15 new Puregold store locations contracted and in various stages of design development and construction
 - Capex for full-CY 2013 estimated at about PhP3.5 billion for 35 new Puregold stores

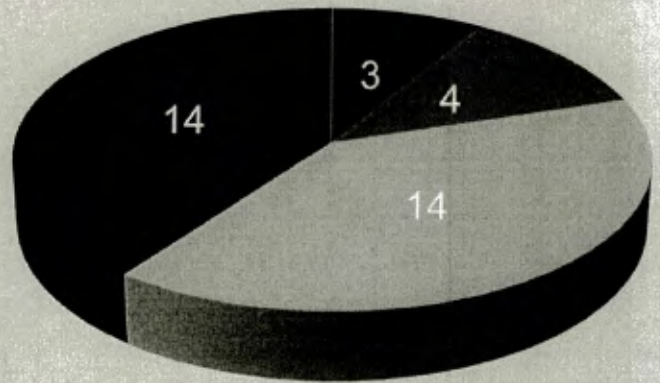
Guidance for full-CY 2013

Targeted new stores per format in full-CY 2013



■ Hypermarket ■ Supermarket ■ Extra

On-stream locations of new stores in full-CY 2013



■ Metro Manila ■ Mindanao
 ■ North Luzon ■ South Luzon

Guidance for full-CY 2013

- Aims to pursue acquisitions as template to further geographic expansions
 - Acquired on January 15, 2013 the 100% equity of Company E Corporation, operating company for the 4 Eunilaine foodmarts and 11 Grocer E supermarts
 - Equity value of PhP330 million; implied 5.5X of full CY 2013 estimated net income under Puregold management
 - Cash transaction, funded from the proceeds of the Puregold corporate notes issue

Q & A

Many thanks!