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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) 524-4451/ 523-3055

(Company Telephone Number)

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Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

To be accomplished by SEC Personnel concerned

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9 July 2012

SECURITIES AND EXCHANGE COMMISSION

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

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

GENTLEMEN:

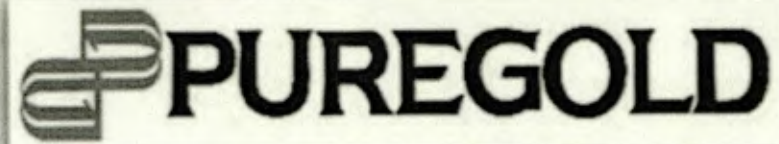
Please be advised that Puregold Price Club, Inc. (PGOLD) will conduct a non-deal roadshow to update investors on July 9, 2012, Monday, in Hong Kong and on July 10 and 11, 2012, Tuesday and Wednesday, in Singapore.

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 H. DACANAY-DATUON
Compliance Officer




PUREGOLD PRICE CLUB, INC. Investor Presentation

- NDRs in Hong Kong and Singapore

July 9 – 11, 2012

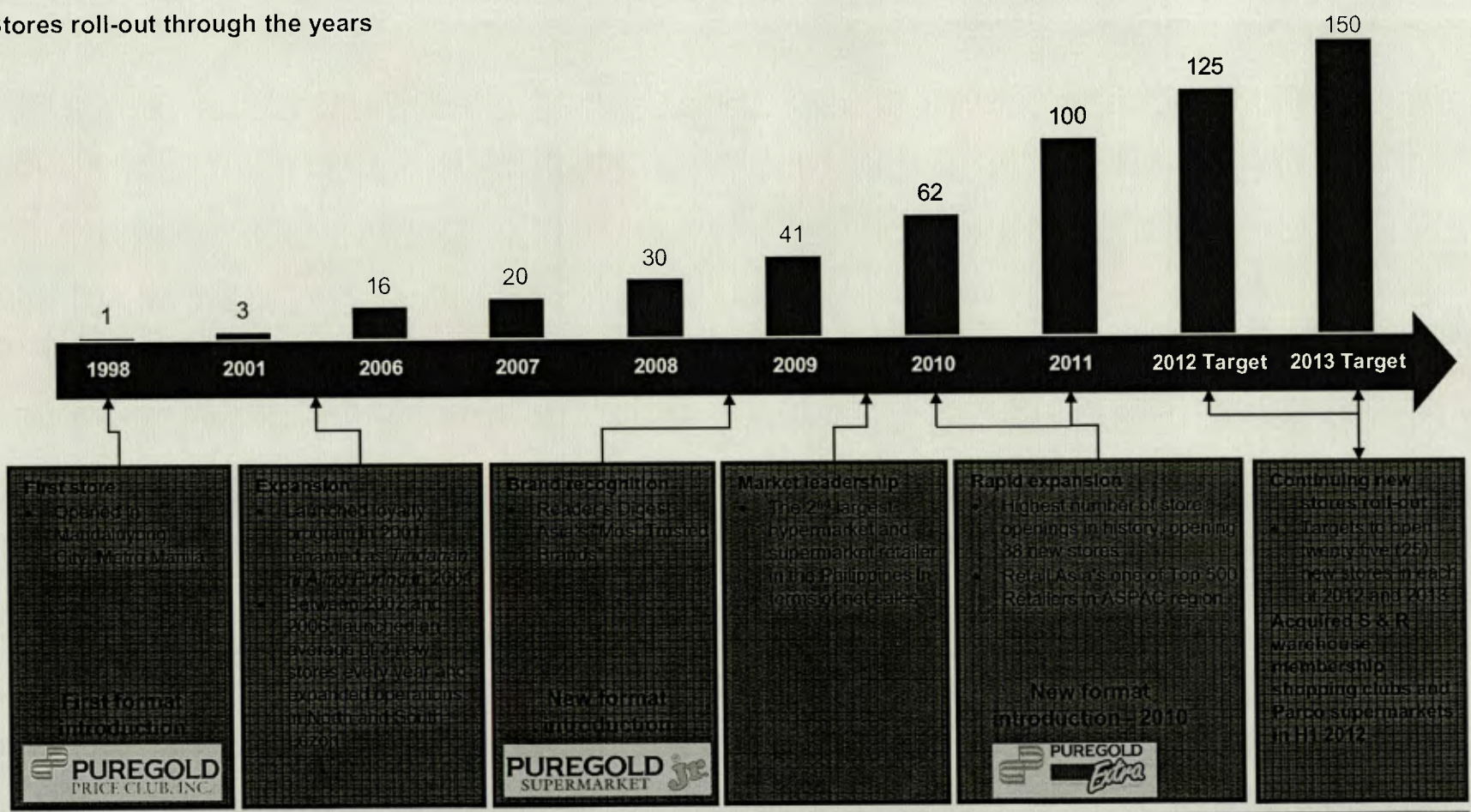


Sa  PUREGOLD, Always Panalo!

1. Update on Puregold

History and development

Stores roll-out through the years



First store
 Opened in Mandaluyong City Metro Manila

First format introduction



Expansion
 Launched a yearly program in 2001
 Average of 16 new stores every year and expanded operations in North and South Luzon

Brand recognition
 Reader's Digest, Most Trusted Brand

New format introduction



Market leadership
 The 2nd largest hypermarket and supermarket retailer in the Philippines in terms of net sales

Rapid expansion
 Highest number of store openings in history, opening 88 new stores
 RetailAsia's one of Top 500 Retailers in ASPAC region

New format introduction - 2010



Continuing new stores roll-out
 Targets to open twenty five (25) new stores in each of 2012 and 2013

Acquired S & R warehouse membership
 Shopping clubs and Parco supermarkets in H1 2012

Rapid store expansion from 1 to 100 stores in 13 years

Operating Statistics – June 30, 2012



PUREGOLD

Hypermarket; supermarket;
discounter



Membership shopping



Supermarket

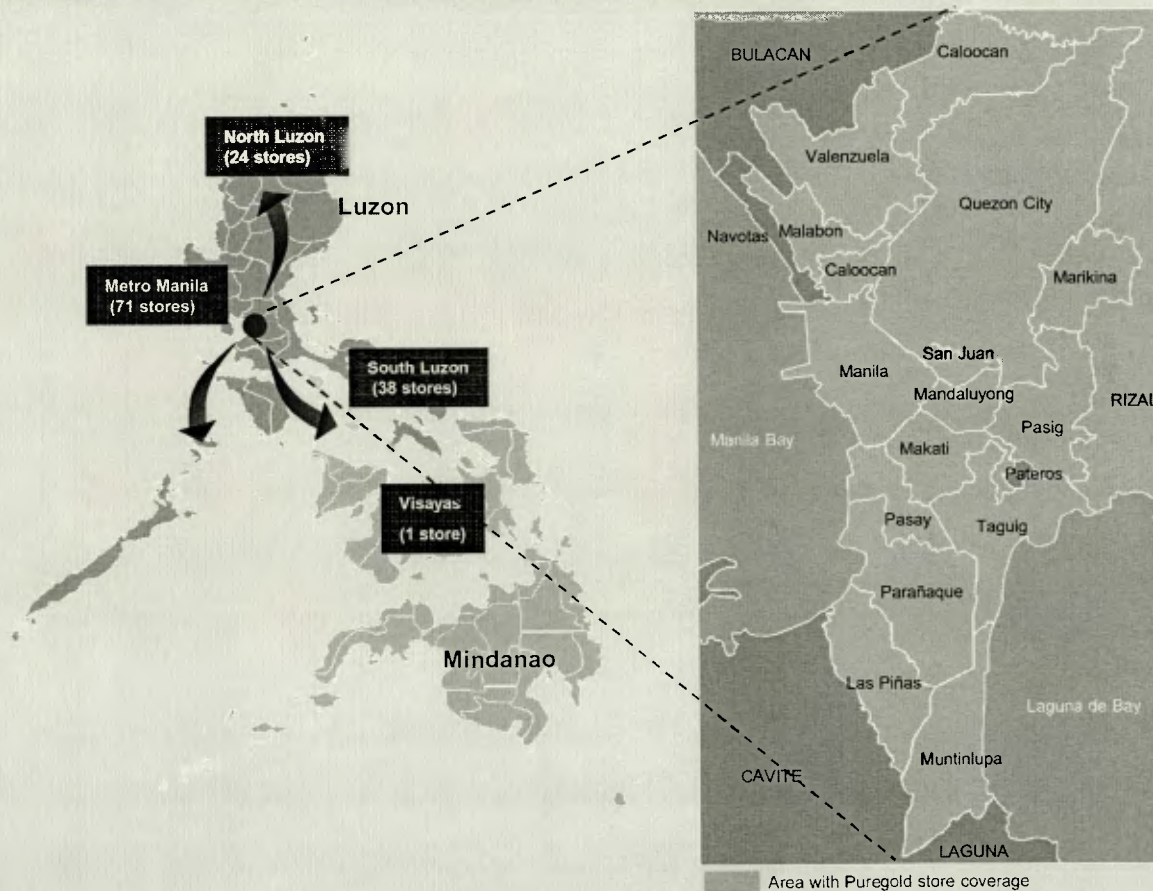
Formats	Hypermarket; supermarket; discounter	Membership shopping	Supermarket
No. of stores	109	6	19
Net selling area (sqm)	227,381	24,803	20,723
Net selling area composition	<p>Puregold 83.3% S & R 9.1% Parco 7.6%</p>		
No. of stock-keeping units (SKUs)	1,500 – 50,000	Up to 5,000	Up to 8,000
Locations	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>Food 74% Non-food 26%</p>	<p>Food 50% Non-food 50%</p>	<p>Food 75% Non-food 25%</p>

Store Portfolio – June 30, 2012

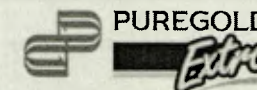
Key statistics

No. of stores	• 134
Presence in	• 35 cities and 28 municipalities
Net selling area	• 272,907 square meters

Geographic coverage

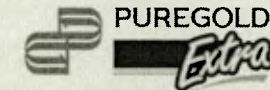


Financial Performance – CY 2011



Format	Hypermarket	Supermarket	Discounter
No. of stores	61	28	11
Net sales per format (PHP million)	33,556.5	4,694.7	736.7
Revenue contribution	<p>Hypermarket (Price club) 86.1%</p> <p>Supermarket (Junior) 12.0%</p> <p>Discounter (Extra) 1.9%</p>		
Gross profit per format (PHP million)	4,668.7 (13.9%)	766.3 (16.3%)	99.8 (13.6%)
Sales per square meter (PHP)	181,609	184,572	162,687
Total traffic (million)	52	14	2
Average net ticket (PHP)	642	340	329
Net sales growth (%)	22	96	1,620
Traffic growth (%)	17	78	2,097
Average net ticket growth (%)	4	11	-22
Like-for-like net sales growth (%)	6	14	
Like-for-like traffic growth (%)	1	8	
Like-for-like average net ticket growth (%)	5	6	

Financial Performance – Q1 2012



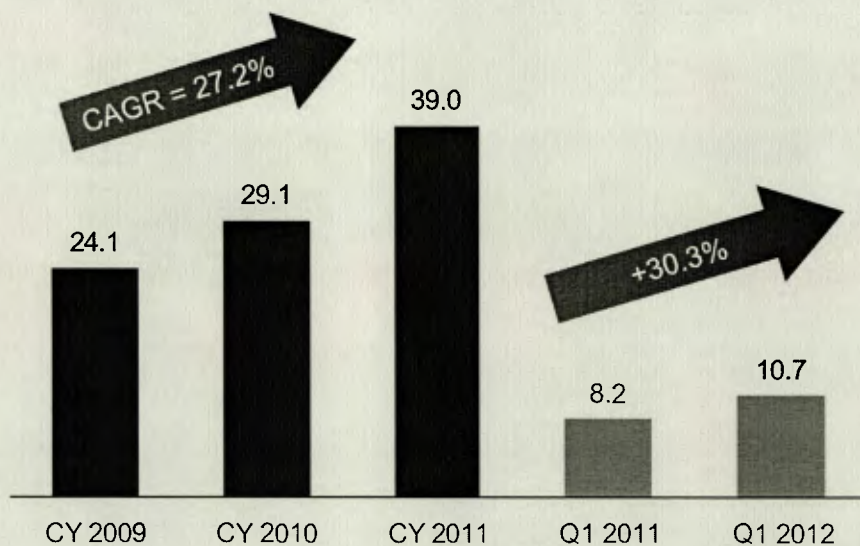
Format	Hypermarket	Supermarket	Discounter
No. of stores	62	28	11
Net sales per format (PHP million)	8,912.7	1,539.7	288.0
Revenue contribution	<p>Hypermarket (Price club) 83.0% Supermarket (Junior) 14.3% Discounter (Extra) 2.7%</p>		
Gross profit per format (PHP million)	1,448.2 (16.2%)	253.0 (16.4%)	40.1 (13.9%)
Sales per square meter (PHP)	47,877	60,533	63,597
Total traffic (million)	14.3	4.7	1.0
Average net ticket (PHP)	623	330	302
Net sales growth (%)	22	78	226
Traffic growth (%)	20	71	289
Average net ticket growth (%)	2	4	-16
Like-for-like net sales growth (%)	4	12	28
Like-for-like traffic growth (%)	-2	7	-12
Like-for-like average net ticket growth (%)	6	5	45

Financial Performance



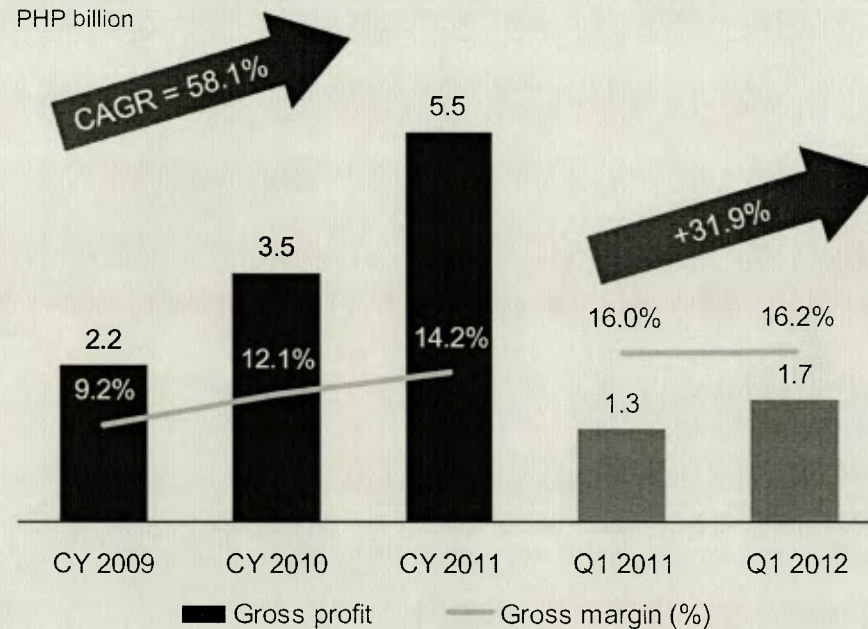
Revenues

PHP billion



Gross profit

PHP billion



- Strong revenue growth driven by continuing store roll out
- Scale of operations resulted to stronger support from suppliers in terms of discount and rebates
- Gross margins have improved from 9.2% to 14.2% in 2011

Note:

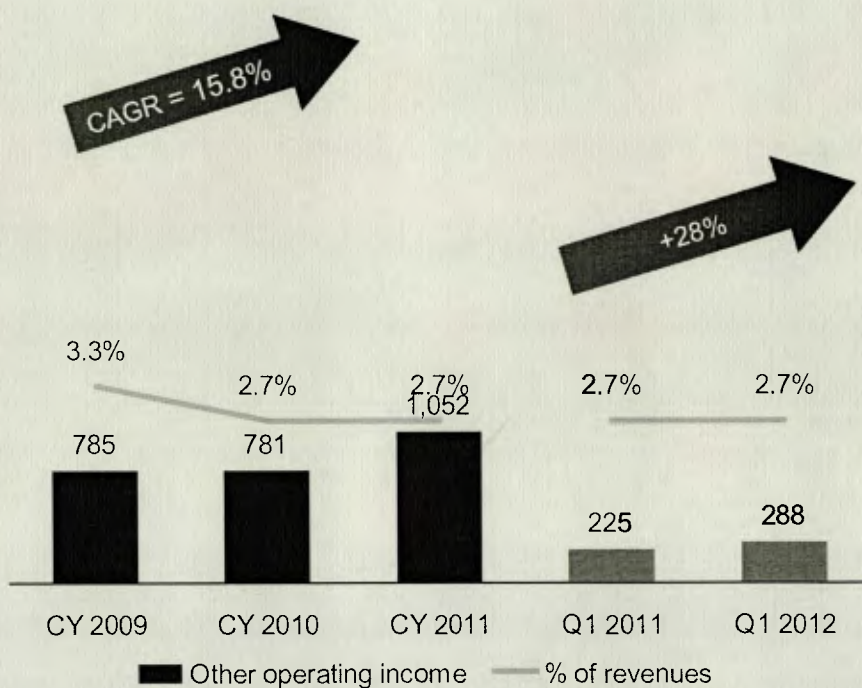
Puregold Junior results were consolidated from 2H 2010 onwards

Financial Performance



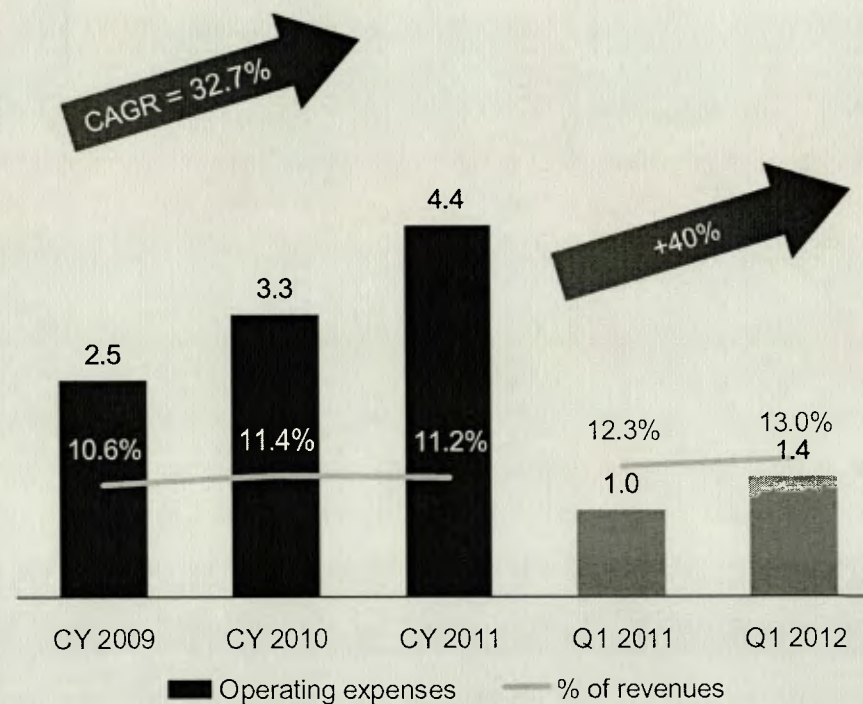
Other operating income

PHP million



Operating expenses

PHP billion



Note:

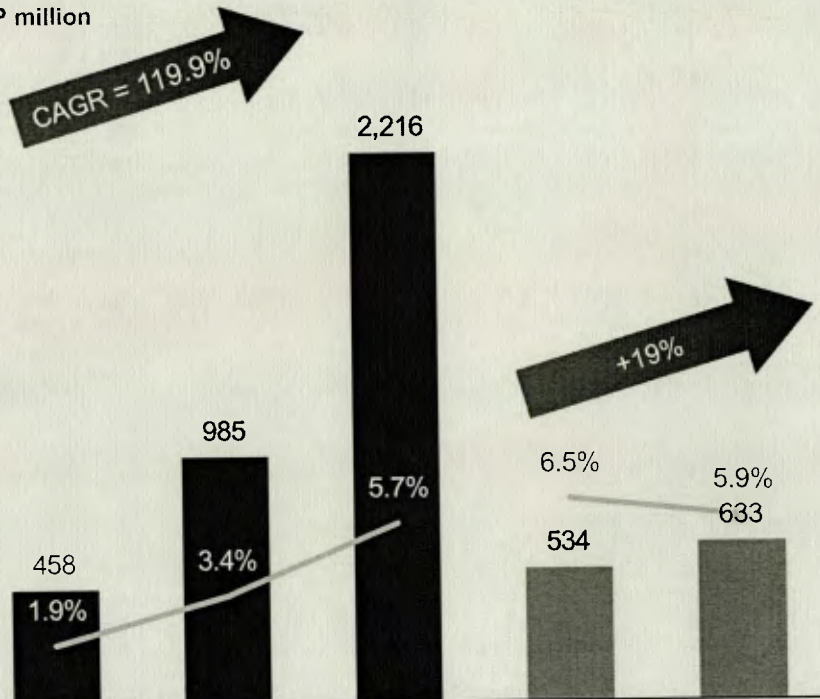
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Financial Performance



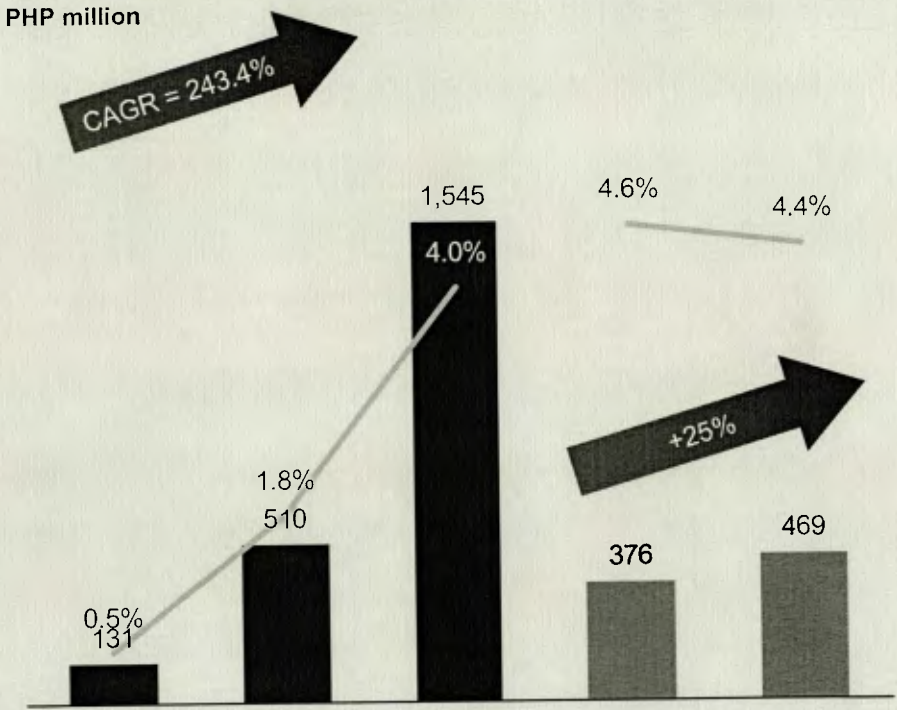
Income from operations

PHP million



Net income

PHP million



■ Operating income

— Operating margin (%)

■ Net income

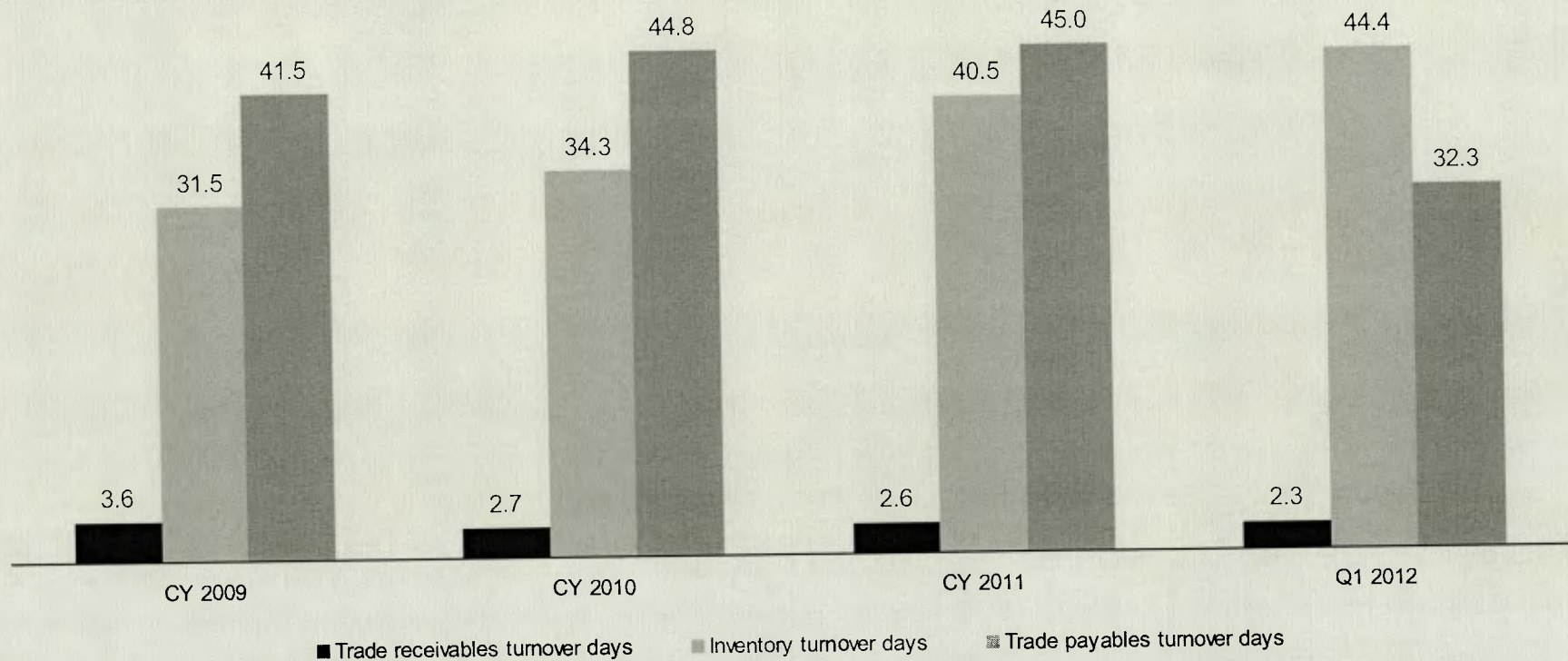
— Net margin (%)

Note:
Puregold Junior results were consolidated from 2H 2010 onwards

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 91 (for Q1)
 Average of trade receivables at the beginning and end of the period / net sales x 363 (for full year) or x 91 (for Q1)
 Average of trade payable at the beginning and end of the period / cost of sales x 363 (for full year) or x 91 (for Q1)

Guidance for CY 2012

- **Net sales targeted to grow by 25% from PHP39.0 billion in CY 2011 (before S&R and Parco acquisitions)**
 - like-for-like net sales growth anticipated at 4%
 - full year operations of 38 new stores opened in CY 2011 to support targeted top-line for CY 2012
- **Gross and net profit margins aimed at about 14% and 4%, respectively (before S&R and Parco acquisitions)**
 - Continuing suppliers' support arising from scale of operations to dramatically contribute to the sustainability of margins

Guidance for CY 2012

- **PGOLD opening 25 new stores in CY 2012; excluding the 6 S&R stores and the 19 Parco supermarkets**
 - In H1 2012: opened 5 hypermarkets in La Trinidad, Benguet; San Jose del Monte, Bulacan; Muntinlupa City; Batangas City and Cauayan, Isabela; opened 4 supermarkets in Los Baños, Laguna; Gen. Trias, Cavite; Quezon City and Pasay City
 - remaining 16 new store locations contracted and in various stages of construction
 - Capex for CY 2012 estimated at about PHP3 billion, excluding capex for S&R and Parco; to be funded by the balance of the net IPO proceeds in the amount of about PHP2 billion and internally generated funds

Picture during the opening on January 18, 2012 of the hypermarket in La Trinidad, Benguet



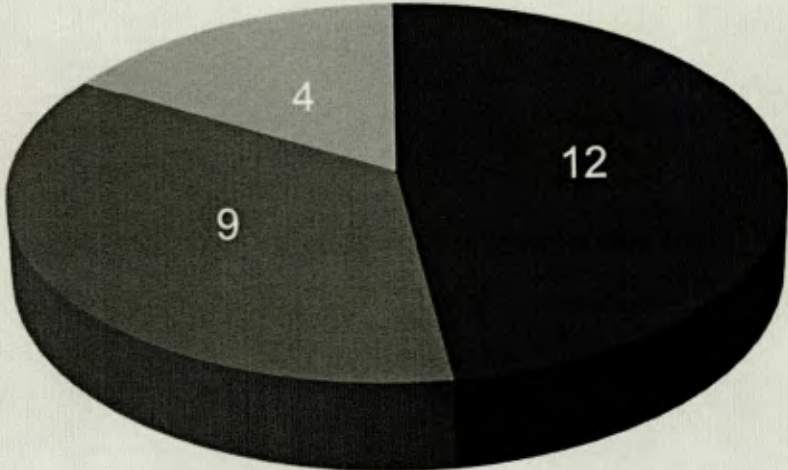
Façade of Starmall – San Jose del Monte, Bulacan: a hypermarket opened inside on April 11, 2012



Guidance for CY 2012

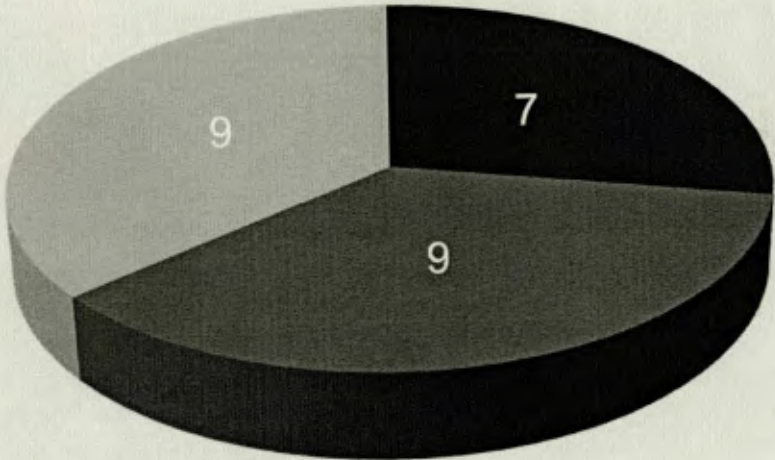


Targeted new stores per format in CY 2012




■ Hypermarket ■ Supermarket ■ Extra

On-stream locations of new stores in CY 2012



■ Metro Manila ■ North Luzon ■ South Luzon



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2. Approved acquisition of Kareila
(S&R membership shopping)

Transaction overview

Puregold acquired 100% of the equity of Kareila (S&R) for 766.4m new Puregold common shares; SEC approved the issuance of new shares on May 28, 2012

Transaction

- Puregold acquired 100% of the equity of Kareila Management Corporation (“Kareila”)
- Kareila is operator of S&R membership clubs in the Philippines
- Approved by Puregold shareholders on May 8, 2012

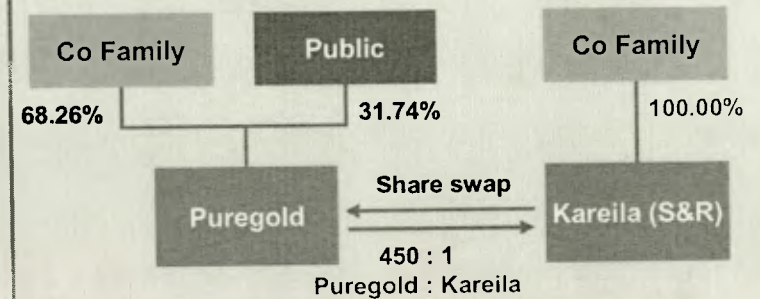
Consideration

- Share swap transaction
- Swap Ratio
 - 450 Puregold shares : 1 Kareila share
 - 766.4m new Puregold shares issued

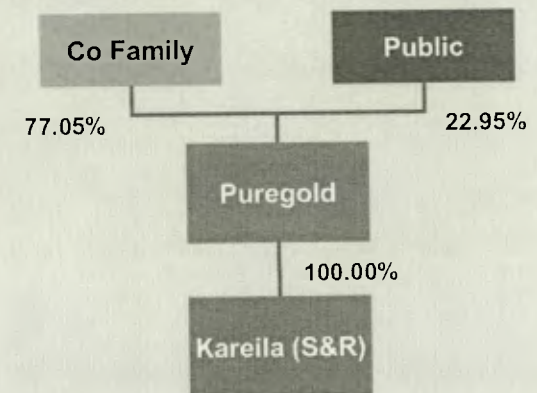
Valuation

- Equity value of PHP16.5bn⁽¹⁾
- Implied 16.47x 2012E P/E⁽²⁾
- c.25% discount to P/E of Puregold⁽¹⁾⁽³⁾

Before transaction



After transaction



(1) Based on Puregold share price of PHP21.5 the closing share price prior to the date of Approval by the board

(2) Based on management forecast net income of PHP1.0bn for Kareila for 2012

(3) Based on share price of PHP21.4 on March 23, 2012 and management 2012 target EPS of 0.97

Transaction rationale



- ✓ Acquisition of the only warehouse club in the Philippines; strengthening Puregold's leading position
- ✓ Complementary business capitalizing on the growing middle and upper class
- ✓ Strong heritage and brand name with first mover advantages in the Philippines
- ✓ Significant growth potential from expansion of new stores
- ✓ Expanding Puregold's presence and infrastructure into regions outside of Luzon and Metro Manila
- ✓ Transaction expected to be earnings accretive and increases the overall profitability of Puregold

Overview of S&R

S&R is the only membership shopping club chain in the Philippines

- The only membership shopping club chain in the Philippines
- Targets middle to upper class consumers
- Offers high quality international and local brand names for both personal and business needs
- Broad product range in both food and non-food
- Operates 6 stores with 4 in Metro Manila, 1 in Cebu and 1 in Pampanga
- 4,000 – 5,000 sqm. average selling area with substantial parking space
- 214,700 paying members



Mandaue City, Cebu



Congressional Avenue, Quezon City



San Fernando, Pampanga



Alabang, Muntinlupa



Bonifacio Global City, Taguig City



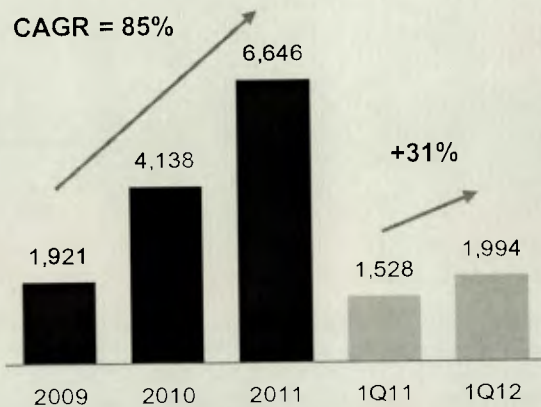
Aseana, Baclaran, Pasay City

Kareila historical financial performance

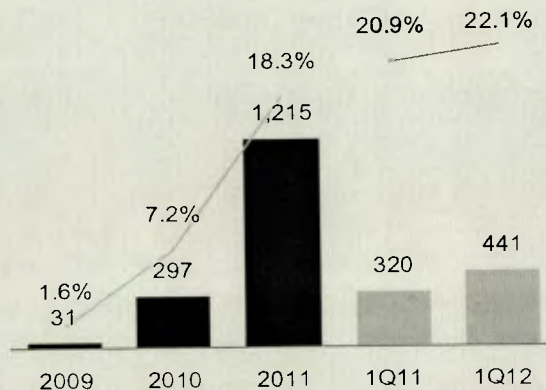


S&R has experienced tremendous growth in the past two years driven by same store sales growth and the successful opening of two new stores in Mandaue City, Cebu and San Fernando, Pampanga

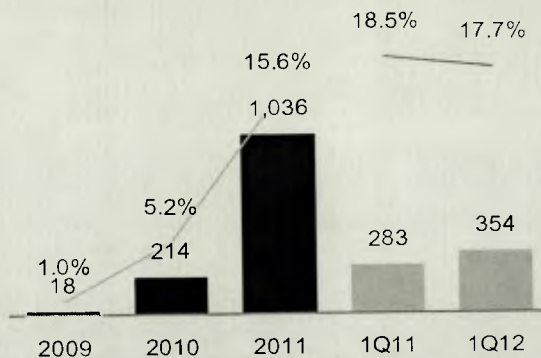
Revenue⁽¹⁾ (PHPm)



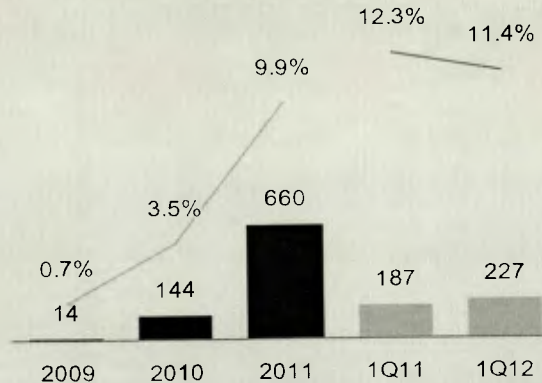
Gross profit (PHPm) and margin (%)



EBITDA (PHPm) and margin (%)



Net Income (PHPm) and margin (%)



KEY GROWTH & PROFIT DRIVERS

Same store sales growth of 39% in 2011 and 16% in 1Q2012

Opening of two new S&R stores
 – 1 new store opened at the end of 2010 and 2011

Continued efforts on marketing driving brand awareness and membership traffic growth

– *High membership renewal rate of 89%*


New store contribution

Increase margins due to volume purchases

Reduction in concession rate (10% to 4% for 4 stores)

Source: Company Filings
 Note: (1) Net of concession rebates paid to PSMT



Sa  PUREGOLD, Always Panalo!

3. Approved acquisition of Parco supermarkets

Transaction overview

Puregold acquired 100% of the equity of Gant Group of Companies, Inc. for about PHP760 million

Transaction

- Puregold acquired 100% of the equity of Gant Group of Companies, Inc. (“Gant”)
- Gant is the holding company of the Ong family for the six subsidiaries operating the 19 branches of Parco supermarkets
- Approved by Puregold ExCom on May 25, 2012 and closed on May 30, 2012

Consideration

- Cash transaction
- Funded from internally generated funds

Valuation

- Equity value of PHP760 million
- Implied 7.6x June 30, 2012E P/E

Transaction rationale



- ✓ Acquisition of competing brand of supermarkets that could have gone to other retail operators
- ✓ Same business model capitalizing on the growing consumer needs of the mass market
- ✓ Strong brand equity with loyal customer base comprising “C” and “D” customers and resellers in areas of operation
- ✓ Significant profitability potential from adoption of Puregold’s direct sourcing from suppliers
- ✓ Strengthening Puregold’s presence in existing catchment areas and expanding in new areas outside of Metro Manila

Overview of Parco

Parco is a 29-year old supermarket chain owned by the Ong family through Gant Group of Companies, Inc.

- Operates in existing catchment areas of Puregold and in new areas outside of Puregold geographical coverage
- Targets the mass market with its loyal customer base comprising of “C” and “D” consumers and the resellers in areas of operations
- Broad product range in both food and non-food just like Puregold
- Operates 19 stores with 12 in Metro Manila, 3 in Bulacan and 4 in Rizal
- Net selling area of about 20,723 square meters



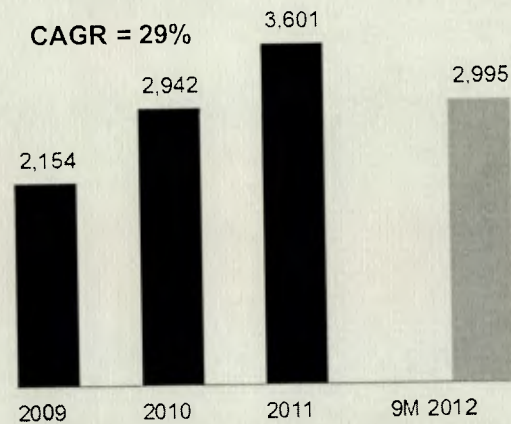
Barangay Ususan, Taguig City



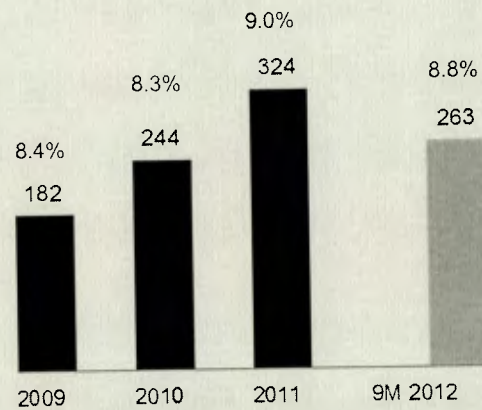
Parco historical financial performance

Consolidated revenues of the six subsidiaries operating the 19 Parco supermarkets posted a CAGR of 29% during the 3-year track period ending June 30, 2009 to June 30, 2011

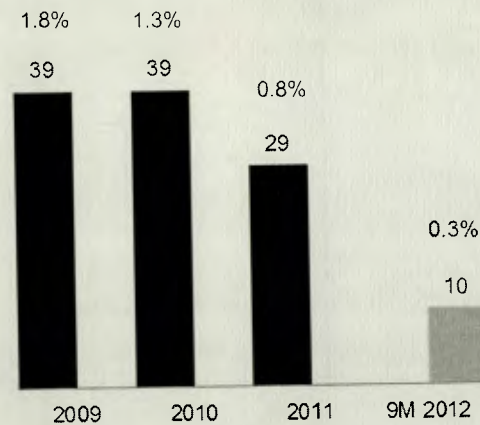
Revenue (PHPm)



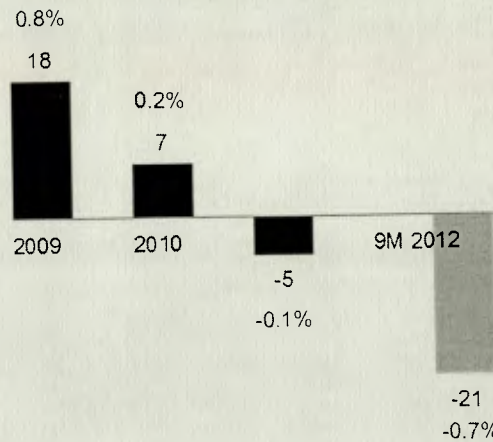
Gross profit (PHPm) and margin (%)



EBITDA (PHPm) and margin (%)



Net Income (Loss) (PHPm) and margin (%)




New store roll-outs in FY 2009 to FY 2011 drove consolidated revenues to post a CAGR of 29%

Parco supermarkets sustained gross profit margins of about 9% with the continued sourcing of goods and merchandises for sale from wholesalers.

EBITDA continued to fall with the huge spike in operating expenses which was not compensated by improvement in gross profit margin.

Consolidated net profitability of the Parco supermarkets mirrored the continued fall in the EBITDA margin; with the 9-month period ending March 31, 2012 posting a loss of PHP21 million.



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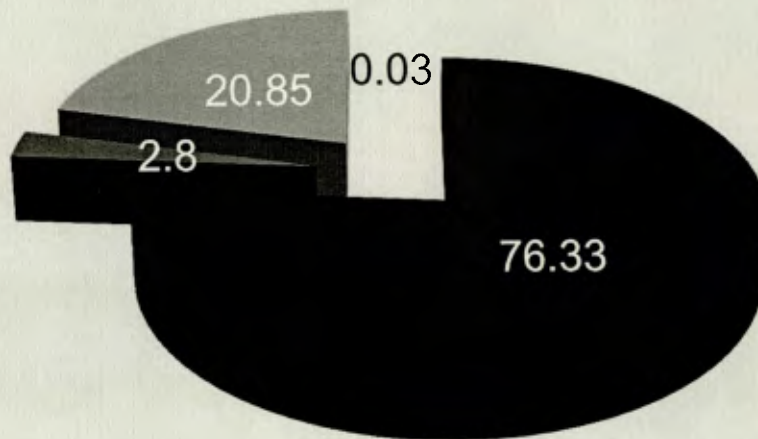
4. Appendix

PGOLD ownership structure; Co family



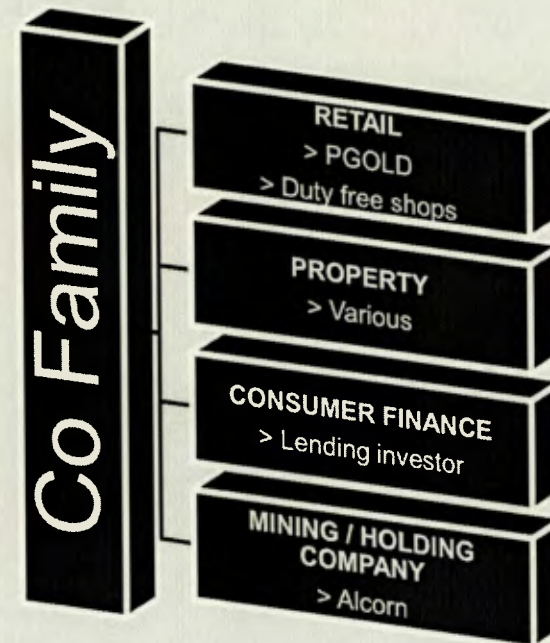
PGOLD ownership structure as of May 31, 2012 (in %)

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



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

Investments of the Co family



Q & A

Many thanks!