

# 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 DACANAY-DATUON**

(Contact Person)

**(02) 523-3055**

(Company Telephone Number)

**1 2**

Month

**3 1**

Day

**SEC FORM 17-C**

(Form Type)

**0 5**

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

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Cashier

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. **27 March 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:  
**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
<b>Common shares</b>	<b>2,766,406,250</b>
<b>Notes Payable</b>	<b>Php5,000,000,000</b>
<b>Trust Receipts Payable</b>	<b>Php8,634,129</b>

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

Item No. 9 Other events:

Please be informed that Puregold Price Club, Inc. will hold its Annual Stockholders Meeting on May 14, 2013, 2 PM at the Acacia Hotel, Alabang, Muntinlupa City. Record date is April 12, 2013.

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.

27 March 2013



**ATTY. CANDY H. DACANAY-DATUON**  
Assistant Corporate Secretary  
And Compliance Officer