



3 October 2013

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

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

**Subject Matter: Number of Stockholders and Foreign Ownership**

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Ladies and Gentlemen:

Please be informed that, as of September 30, 2013, Puregold Price Club, Inc. has 29 stockholders owning at least one board lot of 100 shares each, and has 2,018,618,449 (73%) shares owned by Filipinos and 747,787,957 (27%) shares are owned by Non-Filipinos.

Attached for your reference are the reports of our Stock Transfer Agent, BDO.

Thank you.

Very truly yours,

  
**Atty. Candy H. Dacanay-Datuon**  
Assistant Corporate Secretary

# 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 H. 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

\_\_\_\_\_

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. **30 September 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. ....  
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  
Treasury shares

**2,766,406,406 shares and debt o P2,963,700,000**  
**16,911,006 shares**

11. Indicate the item numbers reported herein:

Item No. 9 Other events:

As of September 30, 2013, Puregold Price Club, Inc. has 29 stockholders owning atleast one board lot of 100 shares each, and has 2,018,618,449 (73%) shares owned by Filipinos and 747,787,957 (27%) shares are owned by Non-Filipinos.

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.

3 October 2013

  
ATTY **CANDY H. DACANAY-DATUON**  
Assistant Corporate Secretary

October 01, 2013


PUREGOLD PRICE CLUB, INC.  
900 Romualdez St.,  
Paco, Manila


Attention: ATTY. CANDY H. DACANAY  
Corporate Secretary

Gentlemen:

As of September 30, 2013, there are 29 stockholders of the Corporation  
owning at least one board lot of 100 shares.

Very truly yours,

  
CARLA B. SALONGA  
Asst. Vice President

  
ADORA A. YANGA  
Vice President

October 02, 2013

**PHILIPPINE STOCK EXCHANGE, INC.**  
 PSE Center, Exchange Road,  
 Ortigas Complex, Pasig City

Attention: **ANGEL S. AVERIA**  
 CTO-Information Technology Division

Subject: **FOREIGN OWNERSHIP MONITORING REPORT AS OF SEPTEMBER 30, 2013** ✓

Gentlemen:

In compliance with Memo to Broker No.304-98, Series of 1998 of the Philippine Stock Exchange, Inc. we report herewith the foreign ownership level of our company:

ISSUER	TOTAL OUTSTANDING SHARES	SHARES ALLOWED TO FOREIGNERS	SHARES OWNED BY FOREIGNERS	% OWNED BY FOREIGNERS	SHARES OWNED BY FILIPINO	% OWNED BY FILIPINO	SETTLEMENT DATE LAST PROCESSED BY PCD	DATE OF LAST DIRECT TRANSFER REQUEST PROCESSED (IF ANY)
PGOLD	2,766,406,406	1,106,562,562	747,787,957	27.0310	2,018,618,449	72.9690	13-00000023 PGOLD 9/13/2013	5/30/2013

Submitted by:

**CARLA B. SALONGA**  
 Asst. Vice President

**ADORA A. YANGA**  
 Vice President