

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

MISC/LETTER

(Form Type)

0 5

Month

0 8

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



11 January 2013

SECURITIES AND EXCHANGE COMMISSION

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

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

Re: **Public Ownership Report and Top 100 Stockholders as
of December 31, 2012**

GENTLEMEN:

Please see attached Public Ownership Report and Top 100 Stockholders of
Puregold Price Club, Inc. as of December 31, 2012.

Thank you.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Candy H. Dacabay-Datuon".

Atty. Candy H Dacabay-Datuon
Compliance Officer

STOCKHOLDER'S NAME	OUTSTANDING & ISSUED SHARES (FULLY PAID)	OUTSTANDING & ISSUED SHARES (PARTIALLY PAID)	TOTAL HOLDINGS (SUBSCRIBED)	PERCENTAGE TO TOTAL	NATIONALITY	ADDRESS
LUCIO L. CO	801,294,568	0	801,294,568	28.965	FILIPINO	2/F TABACALERA BLDG., 900 ROMULDEZ ST., PACO, MANILA
PCD NOMINEE CORP. (NON-FILIPINO)	768,094,829	0	768,094,829	27.765	OTHERS	THE ENTERPRISE CENTRE, AYALA AVE., MAKATI CITY
SUSAN P. CO	724,167,231	0	724,167,231	26.177	FILIPINO	2/F TABACALERA BLDG., 900 ROMUALDEZ ST., PACO, MANILA
PCD NOMINEE CORP. (FILIPINO)	221,298,965	0	221,298,965	8.000	FILIPINO	THE ENTERPRISE CENTRE, AYALA AVE., MAKATI CITY
FERDINAND VINCENT P. CO	108,948,158	0	108,948,158	3.938	FILIPINO	2/F TABACALERA BLDG., 900 ROMUALDEZ ST., PACO, MANILA
PAMELA JUSTINE P. CO	108,948,158	0	108,948,158	3.938	FILIPINO	2/F TABACALERA BLDG., 900 ROMUALDEZ ST., PACO, MANILA
CAMILLE CLARISSE P. CO	32,307,758	0	32,307,758	1.168	FILIPINO	PUREGOLD PRICE CLUB, INC. 2/F TABACALERA BLDG., 900 ROMUALDEZ ST.
LEONARDO B. DAYAO &/OR MARCOSA B. DAYAO	539,925	0	539,925	0.020	FILIPINO	PUREGOLD PRICE CLUB, INC. 2/F TABACALERA BLDG. 900 ROMUALDEZ ST.
JAMES G. DY	400,000	0	400,000	0.014	FILIPINO	#36 XAVIER ST. GREENHILLS WEST, SAN JUAN CITY
SIOT KENG GO DY	400,000	0	400,000	0.014	FILIPINO	#36 XAVIER ST., GREENHILLS WEST, SAN JUAN CITY
PACIFICO B. TACUB	1,600	0	1,600	0.000	FILIPINO	#135 R. LOURDES DRIVE, SAN JUAN CITY
EMMA CONCEPCION SY-YU ITF KATHRYNNE VICTORIA S. YU	1,300	0	1,300	0.000	FILIPINO	UNIT 3 #101 4TH ST. NEW MANILA QUEZON CITY
THERESITA O. TAN	1,000	0	1,000	0.000	FILIPINO	13 H. CRUZ STREET, SAN JUAN
RACQUEL JOY O. YOUNG	1,000	0	1,000	0.000	FILIPINO	46-D SCOUT RALLOS STREET, QUEZON CITY
EDGARDO A. BAYANI	500	0	500	0.000	FILIPINO	ST. JAMES PARISH, 4230 IBAAN, BATANGAS
STEPHEN G. SOLIVEN	500	0	500	0.000	FILIPINO	716 STO. TOMAS ST., SAMPALOC, MANILA
ANTHONY G. SY	450	0	450	0.000	FILIPINO	32ND ST. 5TH AVE., BANIFACIO GLOBAL CITY, TAGUIG
EMILIO M. DELA CRUZ	100	0	100	0.000	FILIPINO	25-Q 3RD PLANAS SITE STREET, KAUNLARAN, CUBAO, QUEZON CITY
GUILLERMO F. GILI, JR.	100	0	100	0.000	FILIPINO	L10 B7 MOLAVE ST., GREENPLAIN SUBD. MAMBOG, BACOR, CAVITE 4102
JOSE J. LEONARDO &/OR TERESITA A. LEONARDO	100	0	100	0.000	FILIPINO	2532 CALLEJON 2 R. DEL PAN ST., STA. ANA, MANILA
OWEN NATHANIEL S. AU ITF: LI MARCUS AU	8	0	8	0.000	FILIPINO	B9 L5 MT. TABOR ST., MT. VIEW SUBD., MANDALAGAN, BACOLOD CITY 6100
GRAND TOTAL	2,766,406,250	0	2,766,406,250			

Certified true and correct:

TOP 100 PDTC PARTICIPANTS

Business Date 12/28/2012

Security ID: PGOLD0000000

Security Name: PUREGOLD PRICE CLUB, INC.

Transfer Agent: EQBKTA00000

Transfer Agent Name: BANCO DE ORO UNIBANK, INC. TRANSFER AGENT

S. No.	BPID	BPNAME	HOLDING	%HOLDING
1	HSBC1000000	THE HONGKONG AND SHANGHAI BANKING CORP. LTD. -CLIENTS' ACCT.	348,121,725.00	35.1853556
2	DEUB1000000	DEUTSCHE BANK MANILA-CLIENTS A/C	256,137,850.00	25.8883623
3	CITI1000000	CITIBANK N.A.	71,181,929.00	7.1944992
4	SCBK1000000	STANDARD CHARTERED BANK	57,065,786.00	5.7677526
5	SCTD1000000	MBTC - TRUST BANKING GROUP	53,472,283.00	5.4045501
6	11100000000	ANSALDO, GODINEZ & CO., INC.	42,137,500.00	4.2589210
7	HSBC2000000	THE HONGKONG AND SHANGHAI BANKING CORP. LTD. -CLIENTS' ACCT.	30,927,612.00	3.1259153
8	CITI1000010	CITIBANK N.A.	23,884,983.00	2.4141028
9	HSBC1000028	THE HONGKONG AND SHANGHAI BANKING CORP. LTD. -CLIENTS' ACCT.	19,376,600.00	1.9584315
10	20300000000	COL Financial Group, Inc.	8,045,282.00	0.8131527
11	SCTD1000016	MBTC TBG AS IM FOR GOVT SERVICE INSURANCE SYSTEM	6,637,800.00	0.6708957
12	BCDO2000000	BANCO DE ORO - TRUST BANKING GROUP	6,401,640.00	0.6470265
13	12600000000	BPI SECURITIES CORPORATION	6,079,270.00	0.6144439
14	10100000000	A & A SECURITIES, INC.	5,120,000.00	0.5174886
15	26700000000	FIRST METRO SECURITIES BROKERAGE CORP.	3,965,200.00	0.4007707
16	UCPB1000000	UNITED COCONUT PLANTERS BANK-TRUST BANKING	3,804,500.00	0.3845284
17	BCDO2000005	GENERALI PILIPINAS LIFE ASSURANCE COMPANY - GF	3,472,050.00	0.3509270
18	26900000002	WEALTH SECURITIES, INC.	3,164,200.00	0.3198120
19	27900000000	BDO SECURITIES CORPORATION	3,022,302.00	0.3054701
20	23600000000	R. NUBLA SECURITIES, INC.	2,993,500.00	0.3025590
21	BCDO2000007	BANCO DE ORO - TRUST BANKING GROUP	2,747,150.00	0.2776599
22	38900000000	KING'S POWER SECURITIES, INC.	2,516,800.00	0.2543780
23	15400000000	EVERGREEN STOCK BROKERAGE & SEC., INC.	1,913,400.00	0.1933911
24	11800000000	ASIASEC EQUITIES, INC.	1,869,800.00	0.1889844
25	BCDO2000010	BANCO DE ORO - TRUST BANKING GROUP	1,697,600.00	0.1715798
26	26900000000	WEALTH SECURITIES, INC.	1,343,500.00	0.1357902
27	HSBC1000016	THE HONGKONG AND SHANGHAI BANKING CORP. LTD. -CLIENTS' ACCT.	1,185,900.00	0.1198613
28	22400000000	PNB SECURITIES, INC.	1,097,600.00	0.1109366

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29	BCDO2000033	BANCO DE ORO - TRUST BANKING GROUP	1,082,700.00	0.1094306
30	22000000000	MAYBANK ATR KIM ENG SECURITIES, INC.	1,056,782.00	0.1068111
31	22000000011	ATR KIMENG CAPITAL PARTNERS, INC. AS INVESTMENT MANAGER FOR	940,000.00	0.0950077
32	19200000000	STRATEGIC EQUITIES CORP.	935,200.00	0.0945225
33	23100000000	R & L INVESTMENTS, INC.	862,700.00	0.0871948
34	10200000000	ABACUS SECURITIES CORPORATION	721,733.00	0.0729470
35	28600000000	SOLAR SECURITIES, INC.	681,300.00	0.0688603
36	11500000000	SB EQUITIES, INC.	658,200.00	0.0665256
37	DEUB2000000	DEUTSCHE BANK MANILA-CLIENTS A/C	585,358.00	0.0591633
38	12400000000	B. H. CHUA SECURITIES CORPORATION	520,400.00	0.0525979
39	13600000000	TRITON SECURITIES CORP.	469,500.00	0.0474533
40	BCDO2000009	BANCO DE ORO - TRUST BANKING GROUP	457,700.00	0.0462606
41	14700000000	E. CHUA CHIACO SECURITIES, INC.	388,300.00	0.0392463
42	CITI1000012	CITIBANK FAO AIU INSURANCE PHILS COMPANY	364,000.00	0.0367902
43	25300000000	TOWER SECURITIES, INC.	344,500.00	0.0348193
44	25100000000	TANSENGCO & CO., INC.	323,900.00	0.0327372
45	21900000000	PAPA SECURITIES CORPORATION	318,300.00	0.0321712
46	15000000000	EASTERN SECURITIES DEVELOPMENT CORPORATION	304,800.00	0.0308067
47	16200000000	F. YAP SECURITIES, INC.	300,600.00	0.0303822
48	DEUB2000005	DEUTSCHE BANK MANILA-CLIENTS A/C	300,000.00	0.0303216
49	PCPL1000000	UNITED COCONUT PLANTERS LIFE ASSURANCE CORPORATION	300,000.00	0.0303216
50	11200000000	AB CAPITAL SECURITIES, INC.	293,300.00	0.0296444
51	32800000000	DW CAPITAL INC.	285,900.00	0.0288965
52	23000000000	QUALITY INVESTMENTS & SECURITIES CORPORATION	269,800.00	0.0272692
53	10300000000	ACCORD CAPITAL EQUITIES CORPORATION	269,791.00	0.0272683
54	20000000000	MANDARIN SECURITIES CORPORATION	256,800.00	0.0259553
55	14300000000	DAVID GO SECURITIES CORP.	250,000.00	0.0252680
56	BCDO2000026	BANCO DE ORO - TRUST BANKING GROUP	244,800.00	0.0247424
57	13300000000	CITISECURITIES, INC.	217,400.00	0.0219731
58	21700000000	RCBC SECURITIES, INC.	216,100.00	0.0218417
59	23500000000	REGINA CAPITAL DEVELOPMENT CORPORATION	212,700.00	0.0214980
60	15300000000	EQUITIWORLD SECURITIES, INC.	208,500.00	0.0210735
61	16800000000	GLOBALINKS SECURITIES & STOCKS, INC.	183,900.00	0.0185871
62	27800000000	YU & COMPANY, INC.	176,700.00	0.0178594
63	PNBC2000000	PNB-TBG T-10820	167,200.00	0.0168992
64	HSBC2000010	MANULIFE CHINABANK LIFE ASSURANCE CORP.	156,800.00	0.0158481
65	21300000000	NIEVES SECURITIES, INC.	152,900.00	0.0154539
66	HSBC2000009	THE MANUFACTURERS LIFE INSURANCE CO. (PHILS.), INC.	152,700.00	0.0154337
67	BCDO2000063	FEDERAL PHOENIX ASSURANCE CO., INC.	148,500.00	0.0150092
68	BCDO2000067	IMA# 201-78065-7	147,000.00	0.0148576

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S. No.	BPID	BPNAME	HOLDING	%HOLDING
69	SCTD1000022	MBTC-TBG AS INV MGR FOR PHILIPPINE STOCK EXCHANGE	146,000.00	0.0147565
70	17000000000	GOLDSTAR SECURITIES, INC.	142,900.00	0.0144432
71	BCDO2000086	IMA# 201-78082	142,300.00	0.0143825
72	HSBC1000049	THE HONGKONG AND SHANGHAI BANKING CORP. LTD.-CLIENTS ACCT.	134,000.00	0.0135436
73	BCDO2000051	BDO TRUST BANKING GROUP	131,200.00	0.0132606
74	CITI1000003	CITIBANK N.A.	128,500.00	0.0129878
75	25900000000	UCPB SECURITIES, INC.	123,600.00	0.0124925
76	34500000000	UNICAPITAL SECURITIES INC.	123,500.00	0.0124824
77	BCDO2000071	IMA#201-78074	121,610.00	0.0122914
78	36800000000	SunSecurities, Inc.	118,500.00	0.0119770
79	24200000000	SECURITIES SPECIALISTS, INC.	117,300.00	0.0118557
80	SCTD1000019	MBTC-TBG AS INV MGR FLG MANAGEMENT & DEVT. CORP.	117,100.00	0.0118355
81	19800000000	LUCKY SECURITIES, INC.	106,000.00	0.0107136
82	28200000000	PCCI SECURITIES BROKERS CORP.	104,000.00	0.0105115
83	24300000000	FIDELITY SECURITIES, INC.	100,000.00	0.0101072
84	11000000000	ANGPING & ASSOCIATES SECURITIES, INC.	96,500.00	0.0097534
85	18100000000	INVESTORS SECURITIES, INC.	93,000.00	0.0093997
86	21000000000	MOUNT PEAK SECURITIES, INC.	80,900.00	0.0081767
87	14000000000	IGC SECURITIES INC.	78,200.00	0.0079038
88	28300000000	EAGLE EQUITIES, INC.	75,000.00	0.0075804
89	20800000000	MDR SECURITIES, INC.	74,000.00	0.0074793
90	27500000000	YAO & ZIALCITA, INC.	72,000.00	0.0072772
91	20500000000	MERCANTILE SECURITIES CORP.	71,200.00	0.0071963
92	23900000000	RTG & COMPANY, INC.	68,000.00	0.0068729
93	PPSB1000000	EASTWEST BANKING CORPORATION - TRUST DIVISION	65,000.00	0.0065697
94	21100000000	NEW WORLD SECURITIES CO., INC.	63,200.00	0.0063877
95	17900000000	I. ACKERMAN & CO., INC.	52,800.00	0.0053366
96	12800000000	CAMPOS, LANUZA & COMPANY, INC.	51,800.00	0.0052355
97	10900000000	BA SECURITIES, INC.	50,000.00	0.0050536
98	24700000000	STANDARD SECURITIES CORPORATION	49,000.00	0.0049525
99	16700000000	AURORA SECURITIES, INC.	48,000.00	0.0048515
100	13100000000	PCIB SECURITIES, INC.	47,600.00	0.0048110
101	DEUB2000007	DEUTSCHE BANK AG MANILA BRANCH A/C CLIENTS DEUB20	47,000.00	0.0047504
102	17500000000	H. E. BENNETT SECURITIES, INC.	42,500.00	0.0042956
103	20400000000	DA MARKET SECURITIES, INC.	41,000.00	0.0041440
104	PABC1000000	AB CAPITAL & INVESTMENT CORP. - TRUST & INVESTMENT DIV.	40,000.00	0.0040429
105	18200000000	IMPERIAL.DE GUZMAN.ABALOS & CO.,INC.	39,500.00	0.0039923
106	16900000000	JSG SECURITIES, INC.	37,500.00	0.0037902
107	22300000000	PLATINUM SECURITIES, INC.	37,500.00	0.0037902
108	BCDO2000003	BANCO DE ORO - TRUST BANKING GROUP	37,400.00	0.0037801

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109	1720000000	GUILD SECURITIES, INC.	35,200.00	0.0035577
110	BCDO200064	BDO TRUST BANKING GROUP	35,200.00	0.0035577
111	2330000000	R. COYIUTO SECURITIES, INC.	35,000.00	0.0035375
112	1220000000	BELSON SECURITIES, INC.	33,700.00	0.0034061
113	1830000000	INTRA-INVEST SECURITIES, INC.	33,300.00	0.0033657
114	2520000000	THE FIRST RESOURCES MANAGEMENT & SECURITIES CORP.	32,000.00	0.0032343
115	2630000000	VENTURE SECURITIES, INC.	31,200.00	0.0031534
116	BCDO200065	BDO TRUST BANKING GROUP	30,930.00	0.0031262
117	2570000000	TRI-STATE SECURITIES, INC.	30,000.00	0.0030322
118	2460000000	SUMMIT SECURITIES, INC.	24,500.00	0.0024763
119	1610000000	FRANCISCO ORTIGAS SECURITIES, INC.	23,500.00	0.0023752
120	2880000000	G.D. TAN & COMPANY, INC.	21,000.00	0.0021225
121	2090000000	DEUTSCHE REGIS PARTNERS, INC.	20,095.00	0.0020310
122	2250000000	PREMIUM SECURITIES, INC.	20,000.00	0.0020214
123	2730000000	WONG SECURITIES CORPORATION	20,000.00	0.0020214
124	OOVV100000	UCPB GENERAL INSURANCE CO., INC.	20,000.00	0.0020214
125	PCPL100002	UNITED COCONUT PLANTERS LIFE ASSURANCE CORPORATION	20,000.00	0.0020214
126	SCTD100004	MBTC TBG AS IM FOR 3012-00022-07	20,000.00	0.0020214
127	SCTD100012	MBTC TBG AS IM FOR TAKING CARE OF BUSINESS CORP.	20,000.00	0.0020214
128	SCTD100029	MBTC TBG AS IM FOR NARRA PRINCETON HOLDINGS LIMITED	20,000.00	0.0020214
129	BCDO200053	BDO TRUST BANKING GROUP	18,000.00	0.0018193
130	3450000003	UNICAPITAL SECURITIES INC.	17,000.00	0.0017182
131	2700000000	WESTLINK GLOBAL EQUITIES, INC.	16,000.00	0.0016172
132	2600000000	UOB KAY HIAN SECURITIES (PHILS.), INC.	13,000.00	0.0013139
133	1740000000	HDI SECURITIES, INC.	12,300.00	0.0012432
134	BCDO200077	IMA#201-78075	12,000.00	0.0012129
135	2180000000	PAN ASIA SECURITIES CORP.	11,100.00	0.0011219
136	BCDO200015	BANCO DE ORO - TRUST BANKING GROUP	11,100.00	0.0011219
137	1230000000	BENJAMIN CO CA & CO., INC.	10,000.00	0.0010107
138	BCDO200027	BANCO DE ORO - TRUST BANKING GROUP	10,000.00	0.0010107
139	BCDO200052	BDO TRUST BANKING GROUP	9,300.00	0.0009400
140	1450000000	DIVERSIFIED SECURITIES, INC.	8,500.00	0.0008591
141	BCDO200028	BANCO DE ORO - TRUST BANKING GROUP	8,300.00	0.0008389
142	2060000000	MERIDIAN SECURITIES, INC.	6,500.00	0.0006570
143	1970000000	LOPEZ, LÓCSIN, LEDESMA & CO., INC.	6,300.00	0.0006368
144	BCDO200069	IMA# 201-78068	6,200.00	0.0006266
145	BCDO200014	BANCO DE ORO - TRUST BANKING GROUP	6,100.00	0.0006165
146	BCDO200037	BDO TRUST BANKING GROUP	5,300.00	0.0005357
147	1900000000	VALUE QUEST SECURITIES CORPORATION	5,100.00	0.0005155
148	1060000000	ALPHA SECURITIES CORP.	5,000.00	0.0005054

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149	23700000000	AAA SOUTHEAST EQUITIES, INCORPORATED	5,000.00	0.0005054
150	10400000000	A. T. DE CASTRO SECURITIES CORP.	4,000.00	0.0004043
151	25500000000	APEX PHILIPPINES EQUITIES CORPORATION	3,300.00	0.0003335
152	22900000000	SALISBURY BKT SECURITIES CORPORATION	3,200.00	0.0003234
153	11600000000	ASIA PACIFIC CAPITAL EQUITIES & SECURITIES CORP.	3,000.00	0.0003032
154	12900000000	SINCERE SECURITIES CORPORATION	3,000.00	0.0003032
155	21500000000	OPTIMUM SECURITIES CORPORATION	3,000.00	0.0003032
156	23800000000	R. S. LIM & CO., INC.	3,000.00	0.0003032
157	BCDO2000078	IMA#201-78076	2,900.00	0.0002931
158	15700000000	FIRST ORIENT SECURITIES, INC.	2,500.00	0.0002527
159	28500000000	GOLDEN TOWER SECURITIES & HOLDINGS, INC.	2,500.00	0.0002527
160	14100000000	CUALOPING SECURITIES CORPORATION	2,000.00	0.0002021
161	RCBC3000000	RCBC TRUST & INVESTMENT DIVISION - VARIOUS TAXABLE ACCTS	1,900.00	0.0001920
162	BCDO2000085	IMA# 208-50271	1,800.00	0.0001819
163	13500000000	VSEC.COM, INC.	1,400.00	0.0001415
164	25400000000	TRANS-ASIA SECURITIES, INC.	1,000.00	0.0001011
165	BCDO2000068	IMA# 208-78180-7	670.00	0.0000677
166	BCDO2000070	IMA# 201-78069	350.00	0.0000354
167	24000000000	S.J. ROXAS & CO., INC.	300.00	0.0000303
168	33800000000	PHILIPPINE EQUITY PARTNERS, INC.	281.00	0.0000284
169	23200000000	ALAKOR SECURITIES CORPORATION	200.00	0.0000202
170	32300000000	CLSA PHILIPPINES, INC.	132.00	0.0000133