



February 19, 2013

DISCLOSURE DEPARTMENT

The Philippine Stock Exchange
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: **MS. JANET A. ENCARNACION**
Head

Gentlemen/Mesdames:

Please find attached the press release of Puregold Price Club, Inc. (PGOLD) entitled:

**PGOLD Consolidated Net Sales Grew 47.4% in CY 2012;
with NIAT Expanding by 75.9%**

PGOLD shall be releasing this press release to inform the investing public of the CY 2012 results and performance of PGOLD.

Thank you!

Very truly yours,

A handwritten signature in blue ink, appearing to read "CANDY H. DACANAY-DATUON".

ATTY. CANDY H. DACANAY-DATUON
Corporate Information Officer

PGOLD PRESS RELEASE – February 19, 2013

**PGOLD Consolidated Net Sales Grew 47.4% in CY 2012;
with NIAT Expanding by 75.9%**

Puregold Price Club, Inc. (PGOLD), in the meeting of the Board of Directors, approved the audited financial statements of the company for the year-ended December 31, 2012.

For the CY 2012, PGOLD posted consolidated net sales of Php57.467 billion, for an increase of 47.4% compared to Php38.988 billion CY 2011.

The 47.4% growth in consolidated net sales was essentially due to the 27.1% increase in sales turnover of the 131 Puregold stores operating as of the end of CY 2012. The 6 S&R warehouse clubs and 19 Parco supermarkets; which were acquired by PGOLD on June 1, 2012, contributed 13.9% of the consolidated net sales of PGOLD in CY 2012.

For CY 2012, PGOLD chalked up a gross profit margin of 16.1%, from a level of 14.2% in CY 2011.

PGOLD posted a net income of Php2.718 billion in CY 2012, compared to the P1.545 billion in CY 2011, for an increase of 75.9%. In terms of net profit margin, PGOLD logged a 4.7% net profit margin in CY 2012, compared to the 4.0% net margin in CY 2011.

PGOLD is scheduling on March 1, 2013 the Joint Analysts' Briefing and Global Investor Call to fully discuss the CY 2012 results and performance of the company. Relevant disclosure and notice will be provided to the Philippine Stock Exchange on this planned Joint Analysts' Briefing and Global Investor Call.

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