



7 November 2013

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

Attention : **Ms. Justina F. Callangan**
Director, Corporate Governance & Finance Dept.

Subject Matter : Number of Stockholders and Foreign Ownership

Ladies and Gentlemen:

Please be informed that, as of October 31, 2013, Puregold Price Club, Inc. has 30 stockholders owning at least one board lot of 100 shares each, and has 1,998,728,230 (72%) shares owned by Filipinos and 767,678,176 (28%) shares are owned by Non-Filipinos.

Attached for your reference is the report of our Stock Transfer Agent, BDO.

Thank you.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

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. **31 October 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 30 stockholders owning atleast one board lot of 100 shares each, and has 1,998,728,230 (72%) shares owned by Filipinos and 767,678,176 (28%) 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.

7 November 2013


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary

November 04, 2013

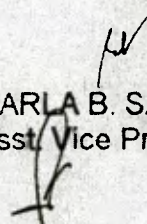
PUREGOLD PRICE CLUB, INC.
900 Romualdez St.,
Paco, Manila


Attention: ATTY. CANDY H. DACANAY
Corporate Secretary

Gentlemen:

As of October 31, 2013, there are 30 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



November 04, 2013

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

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

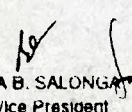
Subject: **FOREIGN OWNERSHIP MONITORING REPORT AS OF OCTOBER 31, 2013**

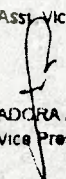
Gentlemen:

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	767,678,176	27.7500	1,998,728,230	72.2500	13-01 A 10/24/2013	10/30/2013

Submitted by:


CARLA B. SALONGA
Asst. Vice President


ADORA A. YANGA
Vice President