

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 3 1

Month Day

SEC FORM 17-C

(Form Type)

0 5 1 4

Month Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total Amount of Borrowing

Total No. of Stockholders

Domestic

Foreign

SEC Personnel concerned

File Number

LCU

Document ID

Cashier



January 14, 2014

**Securities and Exchange Commission**  
SEC Building, EDSA, Mandaluyong City

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**  
Markets and Securities Regulation Division

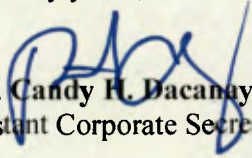
Subject: List of Top 100 Stockholders and Public Ownership Report  
of Puregold Price Club, Inc. as of December 31, 2013

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GENTLEMEN:

Please see attached list of Top 100 Stockholders and Public Ownership Report  
of Puregold Price Club, Inc. as of December 31, 2013.

Very truly yours,

  
**Atty. Candy H. Bacanay-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

|  |  |
|--|--|
| Date of Report   | January 14, 2014   |
| SEC Identification Number  | A199813754   |
| BIR Tax Identification Number  | 201-277-095  |
| Name of Issuer as specified in its charter   | Puregold Price Club, Inc.  |
| Address of principal office and postal code  | No. 900 Romualdez St., Paco, Manila  |
| Industry Classification Code   |  |
| Issuer's telephone number  | 523-3055   |
| Former name  | Not Applicable   |
| Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA | Number of Common shares –<br>2,766,406,406<br>Number of Treasury shares-<br>16,911,006<br>Debt-<br>2,963,700,000 |
| Indicate the item numbers reported therein   | Other Matter/Event   |

Other Matters:

Attached are the list of Top 100 Stockholders and Public Ownership Report of Puregold Price Club, Inc. as of December 31, 2013.

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC.

14 January 2014

  
Atty. Candy H. Dacanay-Datuon  
Assistant Corporate Secretary

**PUREGOLD PRICE CLUB, INC.**  
**Computation of Public Ownership Report**  
**As of December 31, 2013**

|                              |               |
|------------------------------|---------------|
| Number of Issued Shares      | 2,783,317,412 |
| Number of Treasury Shares    | 16,911,006    |
| Number of Outstanding Shares | 2,766,406,406 |

**Shareholdings of Directors and Officers**

|   | Direct             | Indirect<br>(lodged with<br>broker) | Total                              |
|---|--------------------|-------------------------------------|------------------------------------|
| Lucio L. Co, Director and Chairman        | 141,204,363        | 70,644,733                          | 211,849,096<br>(7.7%)              |
| Susan P. Co, Director and Vice-Chairman   | 166,155,980        | 12,086,579                          | 178,242,559<br>(6.4%)              |
| Leonardo B. Dayao, Director and President | 539,925            | 200,000                             | 739,925<br>(0.027%)                |
| Ferdinand Vincent P. Co, Director         | 25,330,838         | 1,378,596                           | 26,709,434 (0.97)                  |
| Pamela Justine P. Co, Director            | 25,330,838         | 1,378,596                           | 26,709,434 (0.97)                  |
| Marilyn V. Pardo, Independent Director    | 1                  | -                                   | 1 (0.00%)                          |
| Edgardo G. Lacson, Independent Director   | 1                  | -                                   | 1 (0.00%)                          |
| Baby Gerlie Sacro, Corporate Secretary    | 0                  | -                                   | 0                                  |
| <b>Total</b>                              | <b>358,561,946</b> | <b>85,688,504</b>                   | <b>444,250,450</b><br><b>(16%)</b> |

**Shareholdings of principal stockholders/affiliates**

|                     | Direct        | Indirect | Total                  |
|---------------------|---------------|----------|------------------------|
| Cosco Capital, Inc. | 1,410,867,188 | -        | 1,410,867,188<br>(51%) |

**Other shareholdings**

|                                      | Direct | Indirect | Total |
|--------------------------------------|--------|----------|-------|
| Government                           | -      | -        | -     |
| Banks                                | -      | -        | -     |
| Employees                            | -      | -        | -     |
| Lock up shares                       | -      | -        | -     |
| <b>Total Non-Public Shareholding</b> |        |          |       |
| <b>1,854,117,638 (67%)</b>           |        |          |       |

|                         |                           |              |
|-------------------------|---------------------------|--------------|
| <b>Public Ownership</b> | <u><b>911,288,768</b></u> | <b>= 33%</b> |
|                         | <b>2,766,406,406</b>      |              |

**MINIMUM PERCENTAGE OF PUBLIC OWNERSHIP**

Market Capitalization Computation

|                               |                       |
|-------------------------------|-----------------------|
| Issued and Outstanding Shares | 2,766,406,406         |
| Market Price                  | Php37.90              |
| Market Capitalization         | Php104,846,802,787.00 |
| Minimum Public Ownership      | 10%                   |
| PGOLD Actual Public Ownership | 33%                   |

PGOLD is in compliance with the Minimum Public Ownership Rule.




**PUREGOLD PRICE CLUB, INC.**  
**Computation of Public Ownership Report**  
**As of December 31, 2013**

|  |               |
|--|---------------|
| Total Number of Shares Owned by the Public | 911,288,768   |
| Total Issued and Outstanding Shares        | 2,766,406,406 |
| Percentage of Public Ownership             | 33%           |

**MINIMUM NUMBER OF SHAREHOLDERS**

|  |               |
|--|---------------|
| Number of Listed Shares  | 2,766,406,250 |
| Number of Shareholders owning atleast 1 board lot of 100 shares each | 33            |
| Percentage of Foreign Ownership Limit                                | 40%           |
| Actual % of Foreign Ownership as of December 31, 2013                | 28%           |

Certified Correct by:

  
**ATTY. CANDY H. DACANAY-DATUON**  
Corporate Information Officer