COVER SHEET

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(Company's Full Name) (Company's Full Name) (Rusiness Address: No. Street: City/Town/Province) (CANDY DACANAY-DATUON (O2) 524-4451/ 523-3055 (Company Telephone Number) (Company Telephone Number) (Secondary License Type, If Applicable) (Secondary License Type, If Applicable) Amended Articles Number/Section Total Amount of Borrowing Total No. of Stockholders Domestic Foreign	=	U	R	E	G	0	L	D		Р	R	I	С	E		С	L	U	В	,		1	N	С				Ţ	_				Ţ
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13 July 2012

SECURITIES AND EXCHANGE COMMISSION

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

Attention:

Director Justina F. Callangan

Corporate Finance Division

Subject:

PUBLIC OWNERSHIP REPORT

GENTLEMEN:

Please see attached PGOLD's Public Ownership Report as of 30 June

2012.

Thank you!

Very truly yours,

ATTY, CANDY H. DACANAY-DATUON

Compliance Officer

PUREGOLD PRICE CLUB, INC.

Computation of Public Ownership Report
As of 30 June 2012

Number of Issued Shares	2,000,000,000
Number of Treasury Shares	0
Number of Issued and Oustanding Shares	2,000,000,000

Less: Non-Public Shareholdings

Shareholdings of Directors/Officers	Number of Shares
Lucio L. Co, Chairman	714,376,801
Susan P. Co, Vice Chairman	529,691,310
Leonardo B. Dayao, Director and President	739,925
Ferdinand Vincent P. Co, Director	33,686,354
Pamela Justine P. Co, Director	33,686,354
Marilyn V. Pardo (Independent Director)	1
Edgardo G. Lacson (Independent Director)	1
Total Non-Public Shareholdings	1,332,180,747
Total of Public Holdings	667,819,253

PUBLIC OWNERSHIP

 $\frac{667.819.253}{2,000,000,000} = 33\%$

MINIMUM PERCENTAGE OF PUBLIC OWNERSHIP

Market Capitalization Computation

Issued and Outstanding Shares	2,000,000,000	
Market Price (June 30, 2012)	27.15	
Market Capitalization	54,300,000,000	
Minimum Public Ownership	10%	
PGOLD Actual Public Ownership	33%	

PGOLD is in compliance with the Minimum Percentage of Public Ownership because its actual public ownership percentage is 33% which is above the minimum requirement of 10% for a company with market capitalization of over Php10B.

Total Number of Shares Owned by the Public	667,819,253
Total Issued and Outstanding Shares	2,000,000,000
Percentage of Public Ownership	33%

MINIMUM NUMBER OF SHAREHOLDERS

30 June 2012

Number of Listed Shares	2,000,000,000
Number of Shareholders owning atleast 1 board lot each	11
Percentage of Foreign Ownership Limit	40%
Actual % of Foreign Ownership as of June 30, 2012	28.83%

Certified Correct by:

ATTY. CANDY H. DACANAY-DATUON
Compliance Officer