

COVER SHEET

A 1 9 9 8 1 3 7 5 4

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) 524-4451/ 523-3055

(Company Telephone Number)

1 2 3 1

Month

Day

MISC/LETTER

(Form Type)

0 5 0 8

Month

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



16 April 2012

SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills,
Mandaluyong City, Metro Manila



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

Re: **Public Ownership Report**

GENTLEMEN:

Please see attached Public Ownership Report as of 31 March 2012 of
Puregold Price Club, Inc.

Thank you.

Very truly yours,

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

Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

PUREGOLD PRICE CLUB, INC.
Computation of Public Ownership Report
As of 31 March 2012

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

Less: Non-Public Shareholdings

Shareholdings of Directors/Officers

Lucio C. Co, Chairman	724,376,802
Susan P. Co, Vice Chairman	539,691,310
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
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PUBLIC OWNERSHIP	$\frac{667,819,253}{2,000,000,000} = 33\%$
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MINIMUM PERCENTAGE OF PUBLIC OWNERSHIP

Market Capitalization Computation

Issued and Outstanding Shares	2,000,000,000
Market Price (31 March 2012)	20.40
Market Capitalization	40,800,000,000

Minimum Public Ownership	10%
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PGOLD Actual Public Ownership	33%
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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.

