

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 3

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

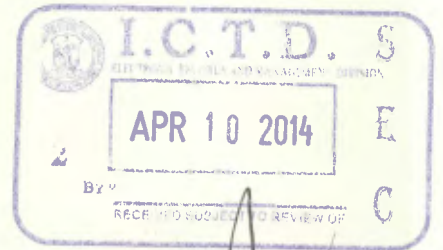
SEC Personnel concerned

File Number

LCU

Document ID

Cashier



4 April 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 March 31, 2014**

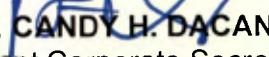
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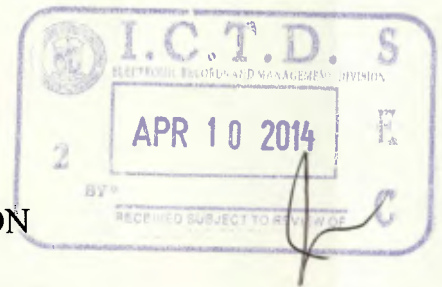
GENTLEMEN:

Please see attached list of Top 100 Stockholders and Public Ownership Report of Puregold Price Club, Inc. as of March 31, 2014.

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

Date of Report	March 31, 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 – 2,766,406,406 Number of Treasury shares – 16,911,006 Debt- 2,963,700,000
Indicate the item numbers report 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 March 31, 2014.

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.

4 April 2014

  
ATTY. CANDY H. DACANAY-DATUON  
Assistant Corporate Secretary

**PUREGOLD PRICE CLUB, INC.**  
**Computation of Public Ownership Report**  
**As of March 31, 2014**

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 (lodged with broker)	Total
Lucio L. Co, Director and Chairman	141,204,363	70,644,733	211,849,096 (7.7%)
Susan P. Co, Director and Vice-Chairman	166,155,980	12,086,579	178,242,559 (6.4%)
Leonardo B. Dayao, Director and President	539,925	200,000	739,925 (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 Girlie Sacro, Corporate Secretary	0	-	0
<b>Total</b>	<b>358,561,946</b>	<b>85,688,504</b>	<b>444,250,450</b> <b>(16%)</b>

**Shareholdings of principal stockholders/affiliates**

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

**Other shareholdings**

	Direct	Indirect	Total
Government	-	-	-
Banks	-	-	-
Employees	-	-	-
Lock up shares	-	-	-

**Total Non-Public Shareholding** **1,854,117,638 (67%)**

**Public Ownership** **=33%**  
911,288,768  
**2,766,406,406**

**MINIMUM PERCENTAGE OF PUBLIC OWNERSHIP**

Market Capitalization Computation

Issued and Outstanding Shares	2,766,406,406
Market Price	Php44
Market Capitalization	Php121,721,881,864.00
Minimum Public Ownership	10%
PGOLD Actual Public Ownership	33%

**PGOLD is in compliance with the Minimum Public Ownership Rule.**

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	2,766,406,406
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 March 31, 2014	33%

Certified Correct by:

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