



108172012001662



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

### Barcode Page

The following document has been received:

**Receiving Officer/Encoder** : Wendalyn Francisco  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : August 17, 2012 04:57:25 PM  
**Received From** : Head Office

Company Representative

---

Doc Source

Company Information

---

SEC Registration No. A199813754  
Company Name PUREGOLD PRICE CLUB INC.  
Industry Classification  
Company Type Stock Corporation

Document Information

---

Document ID 108172012001662  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered August 14, 2012  
No. of Days Late 0  
Department CFD  
Remarks

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

SEC FORM 17-C

(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

Domestic

Foreign

Total Amount of Borrowing

To be accomplished by SEC Personnel concerned

File Number

LCU

Document ID

Cashier



17 August 2012

**SECURITIES AND EXCHANGE COMMISSION**

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

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

Subject: **Submission of Current Report, SEC FORM 17-C re Result of  
BOD Special Meeting dated 14 August 2012**

**GENTLEMEN:**

In accordance with Section 17.1 of the Amended Implementing Rules and Regulations of the Security Regulation Code, I am submitting herewith current report under SEC Form 17-C for the disclosure of material events duly approved during the Special Meeting of the Board of Directors of Puregold Price Club, Inc. held on 14 August 2012.

Thank you.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'CANDY H. DACANAY-DATUON', written over a faint circular stamp.

**ATTY. CANDY H. DACANAY-DATUON**  
Compliance Officer

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. **14 August 2012**  
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**    **1007**  
Address of principal office    Postal Code
  
8. **Tel No. (02) 532-3055**  
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 § and 8 of the RSA  

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<b>Common shares</b>	<b>2,766,406,250</b>
  
11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

**Item No. 9 Other events:**

I. During the special meeting of the Board of Directors of Puregold Price Club, Inc. held on 14 August 2012 at its principal office, the Board approved the following:

**1. SEC 17-Q for the period ended 30 June 2012**

Please see attached SEC 17-Q Report of Puregold Price Club, Inc. as of June 30, 2012.

**2. Consolidation of Puregold Junior Supermarket, Inc. and Gant Group of Companies**

Rationale for the said consolidation are as follows:

- To facilitate inventory management
- More efficient cash management
- Flexibility in store format
- Simplified reporting to government agencies

The consolidation will undergo the requirements and examination of the Securities and Exchange Commission.

**3. Re-alignment of IPO proceeds**

In the prospectus submitted and approved by the Securities and Exchange Commission in 2011, the Company allocated the following IPO proceeds:

Use	Proposed Timing of Disbursements		
	November December 2011	2012	Total
		(P millions)	
Bank Loans	2,587.3	-	2,587.3
Capital Expenditures			
Security Deposit	37.6	51.8	89.4
Land	194.9	478.2	673.1
Building	326.6	484.2	810.8
Leasehold Improvements	243.3	185.6	428.9
Furnitures & Fixtures	105.0	221.8	326.8
Equipment	262.3	580.2	842.5
<b>Total Use of Proceeds</b>	<b>3,757.1</b>	<b>2,001.7</b>	<b>5,758.8</b>

However, since the Company leases more this year 2012, the Board approved the re-alignment of IPO proceeds in the total amount of Php743 Million, which is supposed to be for the land, buildings, and equipment, to be spent instead for the leasehold improvements, payment of security deposits and furnitures and fixtures, summarized as follows:

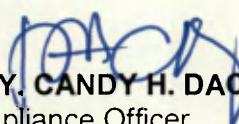
Use	Original Allocation of IPO Proceeds	Re-alignment of IPO Proceeds
Bank Loans	2,587.3	2,587.3
Capital Expenditures		
Security Deposit	89.4	239.5
Land	673.1	291.1
Building	810.8	549.7
Leasehold Improvements	428.9	978.9
Furnitures & Fixtures	326.8	369.8
Equipment	842.5	742.5
<b>Total Use of Proceeds</b>	<b>5,758.8</b>	<b>5,758.8</b>

### SIGNATURES

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.

17 August 2012

  
**ATTY. CANDY H. DACANAY**  
 Compliance Officer