



May 14, 2014

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Ms. Trixie Posadas
SEC Examiner



Subject: Result of Annual Stockholders' Meeting dated May 13, 2014

GENTLEMEN:

Please see attached SEC 17-C re Result of Annual Stockholders' Meeting of Puregold Price Club, Inc. held on May 13, 2014.

Very truly yours,


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

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 H. 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

To be accomplished by SEC Personnel concerned

File Number

LCU

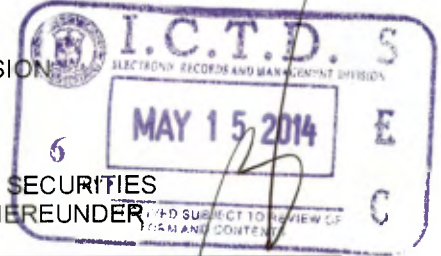
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES
REGULATION CODE AND SRC RULE 17.2 (C) THEREUNDER



Date of Report	May 13, 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
Indicate the item numbers reported therein	Other Matter/Event

Other event:

On May 13, 2014 Annual Stockholders' Meeting of Puregold Price Club, Inc., the following items in the agenda were approved by the stockholders present, in person and by proxy:

1. Call to order
2. Certification of service of notice and existence of quorum
3. Approval of the Minutes of the 2013 Annual Stockholders' Meeting and ratification of all acts and resolutions of the Board of Directors and Management from the date of the previous Stockholders' Meeting
4. Annual Report of the Chairman and President and Approval of the Audited Financial Statements as of December 31, 2013
5. Approval of the merger of Company E Corporation with Puregold Price Club, Inc.
6. Election of seven (7) directors inclusive of two (2) independent directors
7. Appointment of External Auditor
8. Other Matters
9. Adjournment

Out of 2,766,406,406 outstanding shares of Puregold Price Club, Inc., 2,201,194,770 shares or 80% of the outstanding capital stock of the corporation was present and voted on the items in the agenda.

80% of the voting shares voted in favor of the merger of Company E with Puregold Price Club, Inc.

The following candidates for 2014 Board of Directors were duly elected during the said meeting: Lucio L. Co, Susan P. Co Leonardo B. Dayao, Ferdinand Vincent P. Co and Pamela Justine P. Co as regular directors and Marilyn V. Pardo and Edgardo G. Lacson as independent directors.

The profile of the said directors are as follows:

Lucio L. Co, 59, Filipino

Mr. Co has been a Director and the Chairman of the Company since it was incorporated in September 1998. Mr. Co has been duly elected to hold office as Director for one year and until his successor is elected and qualified.

He is currently the Chairman of Cosco Capital, Inc., Kareila Management Corporation, Puregold Finance, Inc., PPCI – Subic, Inc., Puregold Duty Free Subic, Inc., Ellimac Prime Holdings, Inc., NE Pacific Shopping Centers Corporation, Puregold Realty Leasing and Management, Inc., Pure Petroleum Corp. and President of Bellagio Holdings, Inc., Forbes Company, LCKK & Sons Realty Company, Puregold Duty Free, Inc., and Puregold Properties, Inc. He is a Director of 118 Holdings, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corp., and Premier Wine and Spirits, Inc. He is a member of the Board of Trustees of Adamson University. Mr. Co has been an entrepreneur for the past 40 years.

Susan P. Co, 56, Filipino

Mrs. Co has been a Director, Vice-Chairman and Treasurer of the Company since it was incorporated in September 1998. Mrs. Co has been duly elected to hold office as Director for one year and until her successor is elected and qualified.

She is currently the Chairman of Cosco Price, Inc. and Treasurer of Bellagio Holdings, Inc. She is also a Director of Kareila Management Corporation, PPCI-Subic, Inc., Ellimac Prime Holdings, Inc., 118 Holdings, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corp., Premier Wine and Spirits, Inc., Pure Petroleum Corp., Forbes Company, KMC Realty Company, Puregold Duty Free, Inc., Puregold Duty Free (Subic), Inc., NE Pacific Shopping Centers Corporation and Puregold Properties, Inc. Ms. Co received a Bachelor of Science in Commerce from the University of Santo Tomas.

Leonardo B. Dayao, 70, Filipino

Mr. Dayao has been a Director and the President of the Company since 1998. Mr. Dayao has been duly elected to hold office as Director for one year and until his successor is elected and qualified.

He is currently the Chairman of PSMT Philippines, Inc., President of Cosco Capital, Inc., Puregold Finance Inc. and NE Pacific Shopping Centers Corporation and Vice-President of Ellimac Prime Holdings, Inc., Bellagio Holdings, Inc., Puregold Properties, Inc., and VFC Land Resources, Inc. Mr. Dayao is also a Director of Fontana Development Corporation, Fontana Resort and Country Club, 118 Holdings, Inc., Ellimac Prime Holdings, Inc., Fertuna Holdings Corporation, and Nation Realty, Inc. Mr. Dayao was previously connected with Ayala Investment and Development Company as Vice-President from 1980 to 1984 and Bank of the Philippine Islands as Vice President from 1984 to 1994. Mr. Dayao received a Bachelor of Science degree in Commerce from the Far Eastern University. He is a Certified Public Accountant. He has completed Basic Management Program at Asian Institute of Management and earned units in MBA from University of the Philippines-Cebu.

Ferdinand Vincent P. Co, 32, Filipino

Mr. Co has been a Director of the Company since 2003. Mr. Co has been duly elected to hold office as Director for one year and until his successor is elected and qualified. He is also the Marketing Director of the Company.

Mr. Co is currently the President of Cosco Price, Inc., KMC Realty Company, Fertuna Holdings Corporation, 118 Holdings Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc., Patagonia Holdings Corporation, and VFC Land Resources. He is also a Director of Kareila Management Corporation, Bellagio Holdings, Inc., Maxent Investments, Inc., PSMT Philippines, Inc., Puregold Duty Free (Subic), Inc., Puregold Properties, Inc., Puregold Realty Leasing & Management, Inc., Premier Wine and Spirits, Inc., Pure Petroleum Corporation, and Ellimac Prime Holdings, Inc. Mr. Co received a Bachelor of Science degree in Entrepreneurial Management from the University of Asia and the Pacific.

Pamela Justine P. Co, 29, Filipino

Ms. Co has been a Director of the Company since 2003. Ms. Co has been duly elected to hold office as Director for one year and until her successor is elected and qualified.

Ms. Co is also currently Director of Fertuna Holdings, Inc., 118 Holdings, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., Nation Realty, Inc. Cosco Price, Inc., Ellimac Prime Holdings, Inc., KMC Realty Company, PSMT Philippines, Inc., Bellagio Holdings, Inc., Maxent Investments, Inc., Patagonia Holdings Corporation, Premier Wine and Spirits, Inc., Pure Petroleum Corp., Puregold Properties, Inc., Puregold Duty Free (Subic), Inc. and VFC Land

Resources, Inc. Ms. Co received a Bachelor of Science degree in Entrepreneurship from Thames International Business School.

Marilyn V. Pardo, 75, Filipino

Mrs. Pardo was elected as an Independent Director of the Company on 5 October 2010 and will hold office until her successor is elected and qualified.

She is currently the Chief Executive Officer of Asian Holdings Company, Downtown Properties, Inc., Casa Catalina Company, and Catalina Commercial Properties, Inc. Ms. Pardo received a Bachelor of Liberal Arts and an Associates Degree in Business from Assumption College.

Edgardo G. Lacson, 76, Filipino

Mr. Lacson was elected as an Independent Director of the Company on October 5, 2010 and will hold office until his successor is elected and qualified.

He is currently the Chairman of Metrostore Company, MIL Export Philippines, Beacon Environmental Management Services, Managing Director of Link Edge and the President of MIS Maritime Company, Safe Seas Shipping Agency, Marine Industrial Supply Company, and EML Realty. He is also the President of the Employers' Confederation of the Philippines and a Member of the Makati Business Development Council, Philippine Nippon Kyokai Technical, Philippine Interisland Shipping Association, Makati Zoning Committee, De La Salle Canlubang (International Marine Class Committee) and the Management Association of the Philippines. Mr. Lacson is a member of the Board of Trustees of Home Development Mutual Fund, Philippine Petroleum Sea Transport Association (PHILPESTA) and Dela Salle University. He is a Financial Consultant for the Office of the Vice-President of the Philippines and Consultant for the City Government of Makati and the Board of Trustees of The Academe. He is an Honorary Member of the Rotary Club of Diliman, Quezon City and of the Philippine Chamber of Commerce and Industry. He also serves as Independent Director in the Philippine Stock Exchange. Mr. Lacson received a Bachelor of Science in Commerce from De La Salle University.

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.

May 14, 2014


Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary