

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) 523-3055

(Company Telephone Number)

1 2 3 1
Month Day

SEC FORM 17-C

(Form Type)

0 5 1 4
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

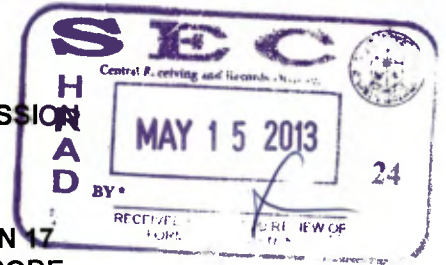
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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

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



- 1. **14 May 2013**
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 7 and 8 of the RSA:

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt
Common shares	2,766,406,406
Trust Receipts Payable	Php8,634,129

11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

Item No. 9 Other events:

Please be informed that in the Annual Stockholders Meeting of PGOLD held today, 14 May 2013, the stockholders have approved the following transactions:

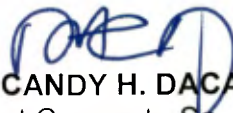
1. Annual Report of the President.
2. 2012 Audited Financial Statement.
3. All other acts and resolutions of the Board of Directors and Management from the date of the previous meeting and the Minutes of the previous Stockolders Meeting.
4. Election of the following directors for the year 2013:
 - a. Lucio L. Co
 - b. Susan P. Co
 - c. Ferdinand Vincent P. Co
 - d. Pamela Justine P. Co
 - e. Leonardo B. Dayao
 - f. Marilyn V. Pardo as Independent Director
 - g. Edgardo G. Lacson as Independent Director
5. Appointment of Manabat & Sanagustin, KPMG, as External Auditor for the year 2013.

SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PUREGOLD PRICE CLUB, INC.

14 May 2013


ATTY. CANDY H. DACANAY-DATUON
Assistant Corporate Secretary
And Compliance Officer