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## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
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### Company Information

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

### Document Information

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# 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)

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Month

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**SEC FORM 17-C**

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Month

Day

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(Secondary License Type, If Applicable)

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Dept. Requiring this Doc

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Amended Articles Number/Section

\_\_\_\_\_

Total No. of Stockholders

Total Amount of Borrowing

\_\_\_\_\_

Domestic

\_\_\_\_\_

Foreign

To be accomplished by SEC Personnel concerned

\_\_\_\_\_

File Number

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12 November 2013

**Securities and Exchange Commission**  
SEC Building, Greenhills, Mandaluyong City  
Metro Manila

Attention: **Ms. Justina Callangan**  
Acting Director

**Ms. Trixie Posadas**  
Examiner, Corporation Finance Department

Subject Matter: **SEC 17-C re Result of BOD Meeting dated November 8, 2013**

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GENTLEMEN:

Please be informed that the 3<sup>rd</sup> Quarter Consolidated Financial Performance of Puregold Price Club, Inc. was approved by the Board of Directors on November 8, 2013. Copy of the 3<sup>rd</sup> Quarter Consolidated Financial Report will be submitted on or before November 14, 2013.

Attached herewith is the SEC 17-C relative to the above matter.

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

1. 8 November 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 shares and debt of P3,463,700,000
Treasury shares	16,911,006 shares

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

Item No. 9 Other events:

### RESULT OF BOARD MEETING

Please be informed that the Board of Directors of Puregold Price Club, Inc., during its meeting held on November 8, 2013, approved the Company's 3<sup>rd</sup> Quarter Consolidated Financial Performance.

Copy of the 3<sup>rd</sup> Quarter Consolidated Financial Performance Report shall be submitted to the Securities and Exchange Commission on or before November 14, 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.**

**12 November 2013**

  
**ATTY. CANDY H. DACANAY-DATUON**  
Assistant Corporate Secretary