



109282012001158



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 : Marites S. Guevarra
Receiving Branch : SEC Head Office
Receipt Date and Time : September 28, 2012 05:09:03 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 109282012001158
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code 17-C
Period Covered September 21, 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) 523-3055

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

Month

0 8

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



27 September 2012

SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills
Mandaluyong City, Metro Manila

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

Re: **Submission of Current Report, SEC FORM 17-C re Result of PGOLD's
Executive Committee Meeting dated 21 September 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 meeting of the Executive Committee on 21 September 2012.

Thank you.

Very truly yours,

A handwritten signature in blue ink, appearing to read 'Candy H. Dacanay-Datuon', is written over the typed name.

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. **21 September 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 Industry Classification Code:
Incorporation
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 8 and 8 of the RSA
- | Title of Each Class | Number of Shares of Common Stock
Outstanding and Amount of Debt Outstanding |
|----------------------|--------------------------------------------------------------------------------|
| Common shares | 2,766,406,250 |
11. Indicate the item numbers reported herein: **Item No. 9 Other Events**

Item No. 9 Other events:

A. In accordance with SRC Rule 17.1 A (iii) requiring publicly-listed companies to promptly report material facts or events occurring in the company, please be informed that during the Meeting of the Executive Committee on 21 September 2012, the Committee approved the commencement of the process of the possible issuance by PGOLD of corporate notes to tap the domestic debt market.

The possible issuance of PGOLD corporate notes shall be in an issue size and in such terms and conditions beneficial to PGOLD. Expected proceeds from such possible corporate notes issuance shall be earmarked to finance PGOLD's new store-roll outs, organically and via acquisitions.

For the necessary market soundings and all relevant preparations until the actual issuance of the PGOLD corporate notes, PGOLD has appointed First Metro Investment Corporation as its lead underwriter and arranger.

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.

27 September 2012



ATTY. CANDY H. DACANAY-DATUON
Compliance Officer