



101152013002428



# 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

**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**

Month

**3 1**

Day

**SEC FORM 17-C**

(Form Type)

**0 5**

Month

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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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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 January 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
<b>Common shares</b>	<b>2,766,406,250</b>
<b>Notes Payable</b>	<b>Php5,000,000,000</b>
<b>Trust Receipts Payable</b>	<b>Php8,634,129</b>

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

**Item No. 9 Other events:**

Puregold Price Club, Inc., during the meeting of the Executive Committee today, January 14, 2013, issued the following resolutions:

**“RESOLVED, that Puregold Price Club, Inc. hereby acquire Company E Corporation via share acquisition from all its stockholders, namely, Emmanuel Enciso, Elizabeth M. Enciso, Eugene M. Enciso, Eunice M. Enciso, Elaine E. Fabie, Emmanuel M. Enciso, Jr., and Nida M. Mendoza.**

**RESOLVED, FURTHER, that Mr. Lucio L. Co, Chairman, and/or Mr. Leonardo B. Dayao, President, who may act jointly or singly, are hereby authorized to represent the Corporation and be the signatory in the Deeds of Assignment, Amendment of Memorandum of Agreement dated December 13, 2012 and all other documents necessary for the completion of the aforesaid acquisition.”**

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 January 2013

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