

ENTERPRISE RISK MANAGEMENT

Puregold Price Club Inc. and its subsidiaries ("Puregold") acknowledge that certain risks are inherent in doing our business. We recognize that these risks may not be totally eliminated, but they can be managed if measured more consistently, accurately, and in a timely manner.

Puregold's enterprise risk management system is an essential component of the strategy for achieving its strategic objectives of value creation and shareholder value preservation. This system also aids in ensuring that Puregold complies with all applicable laws and regulations. It reduces the possibility of unanticipated losses or harm to Puregold's reputation and enterprise value.

ERM Scope

Risk management at Puregold applies to the whole group from the Board of Directors, Senior Management, and Business Units to individual workers and specific roles, programs, projects, and activities.

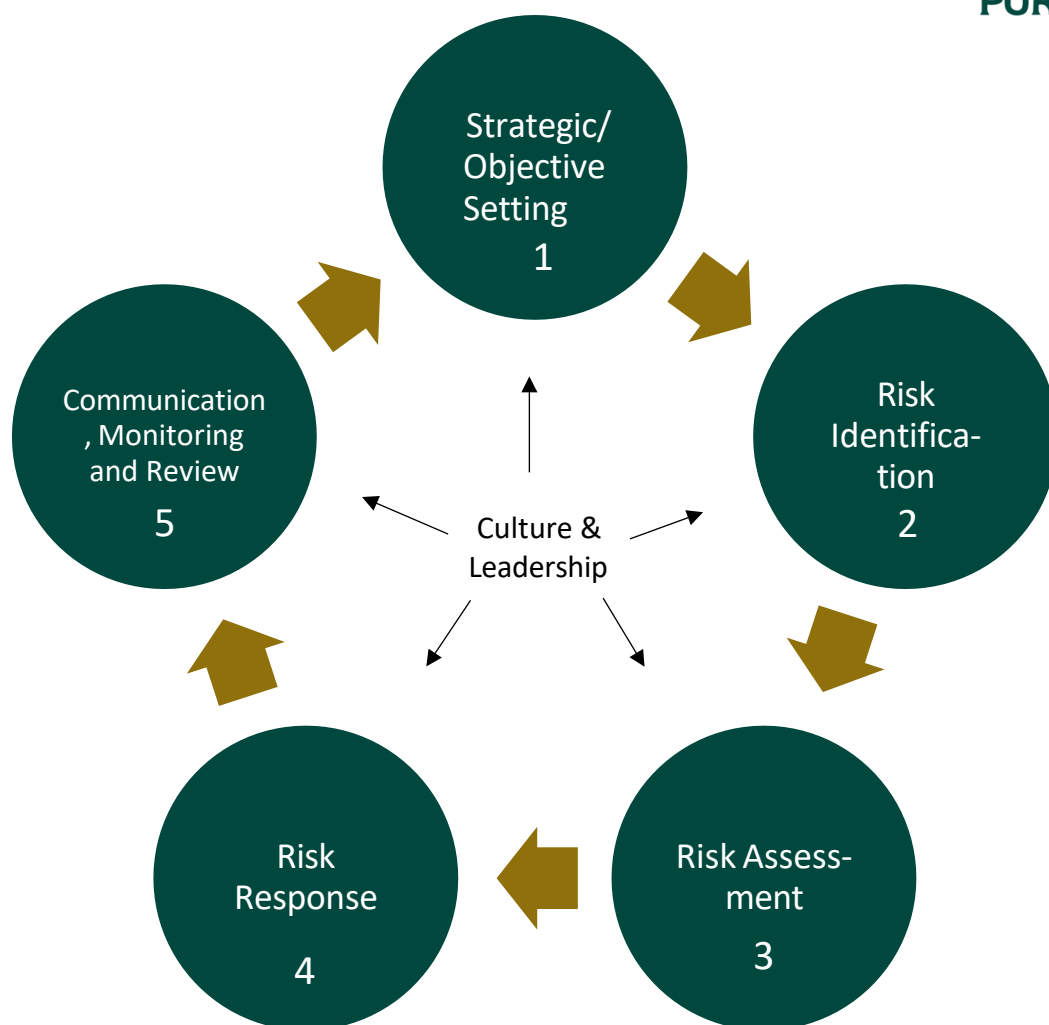
ERM Objective

- Identify, measure, manage and control risks inherent in Puregold and its subsidiaries' activities.
- Define and disseminate risk management policies to key stakeholders.
- Encourage a strong "control culture" and risk awareness in Puregold and its subsidiaries.

ERM Strategy

Puregold enterprise risk management system is based on a globally recognized methodology and a variety of best practices to assure sustained corporate success through an objective approach to risk-taking.

Puregold's Enterprise Risk Management strategy starts with risk identification, then moves on to risk assessment, including risk source analysis. Following this, risk management response and action plans are developed. The risk management process is then communicated, monitored, and continuously improved.



TASK	DESCRIPTION
STRATEGIC/ OBJECTIVE SETTING	To plan the strategies and establish the business objectives of each business unit
RISK IDENTIFICATION	To identify the risks, threats, and opportunities within the company and business units that could potentially impact the achievement of business objectives
RISK ASSESSMENT	To evaluate the risks and threats identified and possible impacts on the business
RISK RESPONSE	To determine the risk treatment and whether to mitigate, transfer, tolerate, terminate or exploit the identified risks

COMMUNICATION, MONITORING and REVIEW	To communicate the risk process among the internal and external stakeholders and ensure continuous monitoring and review of its effectiveness.
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Roles and Responsibilities

ROLES	RESPONSIBILITIES
BOARD OF DIRECTORS	1. Oversees management's implementation of an effective risk management system for identifying, assessing, managing, responding to, and monitoring of risks to the company and its strategic objectives. 2. Recognizes and evaluates the risks inherent in the company and business unit's strategy and encourages management to pursue the appropriate risk to achieve long-term performance and value. 3. Works with management to define and assess the company's risk management regularly. 4. Ensures that Management provides timely information and updates on critical risks, as well as crucial indicators and solutions. 5. Reports to stakeholders on the risk management operations of Puregold and its subsidiaries and authorizes the associated disclosure.
RISK COMMITTEE	1. Oversees Puregold's ERM framework and procedures on behalf of the Board of Directors. 2. Reviews and recommends for approval by the Board of Directors Puregold's ERM program to identify, measure, monitor, and control its risks. 3. Reviews risk exposure reports, proposes appropriate measures, and communicates ERM strategies to affected business units to address or decrease risks. 4. Reports to the Board of Directors significant matters concerning Puregold's risk exposures 5. Conducts investigations into any matter within its scope of responsibility, as necessary
PRESIDENT	1. Assumes ownership of the ERM 2. Leads the setting of strategic objectives for the company 3. Meets with the Management Committee, business unit heads, and key executives on a regular basis to ensure that management responses to recognized serious risks are adequate and effective. 4. Inspires and nurtures cultural change in favor of ERM as a value and best practice for the company.

	5. Reviews and approves risk information and ERM progress reports prior to their submittal to the Risk Committee or full Board of Directors
RISK MANAGEMENT OFFICER	1. Leads and supervises the development, implementation, reporting and monitoring of risk management activities across Puregold and its subsidiaries and recommends for continual improvement and enhancement of its ERM process. 2. Creates and executes risk management procedures and methods, tools, techniques, analysis, and training. 3. Recommends areas for continuous improvement and advancement of the ERM process.
SENIOR MANAGEMENT	1. Demonstrates full commitment to ERM as a value and best practice. 2. Allocates enough resources, including the formation of a working group, to guarantee the success and support of ERM initiatives
INDIVIDUAL EMPLOYEES	Each employee must be aware of the ff: 1. Risks associated with their positions and activities 2. How risk management assists them in achieving their own goals and objectives 3. Their responsibility for certain hazards and how they can handle them 4. How they can help to enhance risk management in the long run.