103122015002397

SECURITIES AND EXCHANGE COMMISSION

SECBuilding,EDSA,Greenhills,MandaluyongCity,MetroManila,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 : Julius N. Salustiano
Receiving Branch : SEC Head Office
Receipt Date and Time : March 12, 2015 04:23:23 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	103122015002397
Document Type	17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code	17-C
Period Covered	March 09, 2015
No. of Days Late	0
Department	CFD
Remarks	

PUREGOLD

March 9, 2015

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**
Markets and Securities Regulation Division

Subject: Puregold core net income hits record high of P4.52 billion up 18%

GENTLEMEN:

Please see attached Press Release of Puregold Price Club, Inc. entitled "Puregold core net income hits record high of P4.52 billion up 18%."

Thank you.

Very truly yours,

Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

2nd Floor Tabacalera Bldg., 900 D. Romualdez St., Paco, Manila, Philippines 1007
Telefax: (632) 523-3055

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 2
Month | Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total Amount of Borrowing

Total No. of Stockholders

Domestic

Foreign

SEC Personnel concerned

File Number

LCU

Document ID

Cashier

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

Date of Report	March 9, 2015
SEC identification Number	A199813754
BIR Tax Identification Number	201-277-095
Name of Issuer as specified in its charter	Puregold Price Club, Inc.
Address of principal office and postal code	No. 900 Romualdez St., Paco Manila
Industry Classification Code	
Issuer's Telephone number	(632) 523-3055
Former Name	Not Applicable
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Issued and Outstanding Shares – 2,766,306,406 Number of Treasury shares – 17,911,006 Debt- 3,588,700,000
Indicate the item numbers report therein	Other Matter/Event

Other event:

Manila, Philippines – Puregold Price Club, Inc. (PGOLD) the second largest grocery retailer in the Philippines has reported a record core net income of Php 4.52 billion for the year 2014 which represents a 18% growth compared to Php 3.83 billion (excluding interest income of Php 134 million from corporate bonds) in 2013 beating market expectations.

"I believe that 2015 will be another record year of profits for Puregold as we continue with our expansion strategies of opening 25 Puregold stores per year and 2 S&R stores per year for the next 5 years excluding acquisitions as well as the continued increasing consumption from our customers." said President Leonardo B. Dayao.

Puregold net sales increased by 16% to Php 84.70 billion for the year 2014 due to the strong consumer demand from its 233 Puregold stores; 9 S&R Membership stores and 6 S&R New York Style Pizza stores. Income from Operations grew to Php 6.48 billion in 2014, up by 19%.

Puregold has a strong balance sheet with a cash position of around Php 6.76 billion and debt to equity ratio of only 57%.

In 2014, Puregold Group has a total of 248 stores with a net selling area

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. March 9, 2015

Atty. Candy H. Dacanay-Datuon
Assistant Corporate Secretary

Puregold core net income hits record high of P4.52 billion up 18%

Manila, Philippines – Puregold Price Club, Inc. (PGOLD) the second largest grocery retailer in the Philippines has reported a record core net income of Php 4.52 billion for the year 2014 which represents a 18% growth compared to Php 3.83 billion (excluding interest income of Php 134 million from corporate bonds) in 2013 beating market expectations.

"I believe that 2015 will be another record year of profits for Puregold as we continue with our expansion strategies of opening 25 Puregold stores per year and 2 S&R stores per year for the next 5 years excluding acquisitions as well as the continued increasing consumption from our customers." said President Leonardo B. Dayao.

Puregold net sales increased by 16% to Php 84.70 billion for the year 2014 due to the strong consumer demand from its 233 Puregold stores; 9 S&R Membership stores and 6 S&R New York Style Pizza stores. Income from Operations grew to Php 6.48 billion in 2014, up by 19%.

Puregold has a strong balance sheet with a cash position of around Php 6.76 billion and debt to equity ratio of only 57%.

In 2014, Puregold Group has a total of 248 stores with a net selling area of about 405,000 sqm.