

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 H. DACANAY-DATUON

(Contact Person)

(632) 8522-8801 to 04

(Company Telephone Number)

1 2

Month

3 1

Day

SEC FORM 17-C

(Form Type)

0 5

Month

1 0

Day

(Secondary License Type, If Applicable)

Dept. Requiring this Doc

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowing

Domestic

Foreign

SEC Personnel concerned

File Number

LCU

Document ID

Cashier

STAMPS

SECURITIES AND EXCHANGE COMMISSION
SEC FORM 17-C
CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES
REGULATIONS CODE AND SRC RULE 17.2 (C) THEREUNDER

Date of Report	May 10, 2022
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, 1007
Industry Classification Code	
Issuer's Telephone Number	(632) 522-8801
Former Name	None
Securities registered pursuant to Section 8 and 12 of the SRC or Sections 4 and 8 of the RSA	Number of Common Shares – 2,881,637,615 Treasury Shares – 22,576,471
Indicate the item numbers reported therein	Other Matters/Event

Other Matters:

During the Organizational Meeting of the Board of Directors of Puregold Price Club, Inc. held on May 10, 2022, 11:30 am, via Zoom meeting, the Board of Directors appoint the following officers and committee members:

Chairman	Mr. Lucio L. Co
Vice-Chairman	Mrs. Susan P. Co
President	Mr. Ferdinand Vincent P. Co
Treasurer	Mrs. Grace E. Sy
Corporate Secretary	Ms. Baby Gerlie I. Sacro
Assistant Corporate Secretary and Compliance Officer	Atty. Candy H. Dacanay-Datuon
Lead Independent Director	Mr. Edgardo G. Lacson
Internal Audit and Risk Officer	Ms. Maria Teresa S. Lontoc
Legal Counsel	Atty. Andres Santos
Board Consultant	Mr. Levi Labra
Investor Relations Officer	Mr. Victor John Dizon
Sustainability Officer	Mr. John Marson T. Hao

Executive Committee:

Chairman	Mr. Lucio L. Co
Member	Mrs. Susan P. Co
Member	Mr. Ferdinand Vincent P. Co
Member	Ms. Pamela Justine P. Co
Member	Mr. Leonardo B. Dayao

Ex - Officio Members: Mr. Antonio Delos Santos, Mr. Joseph Sy and Mr. Anthony Sy

Audit Committee:

Chairman	Mr. Edgardo G. Lacson (independent)
Member	Mr. Jaime S. Dela Rosa (independent)
Member	Mrs. Marilyn V. Pardo (independent)
Member	Mrs. Susan P. Co
Member	Mr. Leonardo B. Dayao

Ex - Officio Members: Ms. Maria Teresa Lontoc, Mrs. Maricel Cambe

Corporate Governance Committee:

Chairman	Mrs. Marilyn V. Pardo (independent)
Member	Mr. Jaime S. Dela Rosa (independent)
Member	Mr. Mr. Edgardo G. Lacson (independent)
Member	Mr. Lucio L. Co
Member	Mr. Leonardo B. Dayao

Ex - Officio Members: Atty. Candy H. Dacanay – Datuon, Ms. Denise Maria D. Carolino and Ms. Elvira D. Gutierrez

The directors shall serve for a term of one year and until their respective successors are duly elected and qualified.

The business profile of the above-mentioned officers are as follows:

(1) Lucio L. Co, Filipino, 67 years old, Chairman

Mr. Co has been the Chairman of the Board since 1998.

Mr. Co is currently the Chairman and President of the following companies: Bellagio Holdings, Inc., Canaria Holdings Corporation, Ellimac Prime Holdings, Inc., Invescap Incorporated, Puregold Duty Free, Inc., and Puregold Properties, Inc.

He is also the Chairman of Alcorn Petroleum and Minerals Corporation, Entenso Equities, Inc., NE Shopping Centers Corporation, PG Holdings, Inc., Pajusco Holdings Corporation, Puregold Duty Free (Subic), Inc., Puregold Finance, Inc., Puregold Realty Leasing & Management, Inc., San Jose City I Power Corp., Union Energy Corporation, and Union Equities, Inc.

He is a Director of these companies: Catuiran Hydropower Corporation, Cleangreen Energy Corporation, Forbes Corporation, Grass Gold Renewable Energy (G2REC) Corporation, Karayan Hydropower Corporation, Kareila Management Corporation, LCKK & Sons Realty Corporation, Luis Co Chi Kiat Foundation, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., League One Finance and Leasing Corporation, Pamana Water Corporation, Tower 6789 Corporation and VS Gripal Power Corporation. He is a member of the Board of Trustees of Luis Co Chi Kiat Foundation, Inc.

Mr. Co holds positions in other PSE listed companies: Chairman of Cosco Capital, Inc., Director of Philippine Bank of Communications, and Chairman of The Keepers Holdings, Inc.

Mr. Co has been an entrepreneur for the past 40 years.

(2) Susan P. Co, Filipino, 64 years old, Vice-Chairman

Mrs. Co has been the Vice-Chairman of the company since 1998.

Mrs. Co concurrently holds the following positions in other companies: Chairman and President of Cosco Price, Inc., Chairman of Tower 6789 Corporation and Director of Bellagio Holdings, Inc., Blue Ocean Holdings, Inc., Canaria Holdings Corporation, Ellimac Prime Holdings, Inc., Kareila Management Corporation, KMC Realty Corp., Meritus Prime Distributions, Inc., Montosco, Inc., NE Shopping Centers Corporation, PG Holdings, Inc., Patagonia Holdings Corp., PPCI Subic, Inc., Premier Wine and Spirits, Inc., Puregold Duty Free (Subic), Inc., Puregold Duty Free, Inc., Puregold Properties, Inc., Puregold Finance, Inc., Puregold Realty Leasing & Management, Inc., San Jose City I Power Corp., S&R Pizza (Harbor Point), Inc., S&R Pizza, Inc., Union Energy Corporation and Union Equities, Inc.

Mrs. Co also serves in other PSE-listed companies: Vice-Chairman of Cosco Capital, Inc. and Director of Philippine Bank of Communications.

Mrs. Co received a Bachelor of Science degree in Commerce from the University of Santo Tomas.

(3) Ferdinand Vincent P. Co, Filipino, 40 years old, President

Mr. Vincent Co has been the President of the company since 2015.

Mr. Vincent Co concurrently holds the following positions: Chairman and President of Alerce Holdings Corp., Blue Ocean Foods, Inc., Forbes Corporation, Invesco Company, Inc., KMC Realty Corporation, League One, Inc., PPCI Subic Inc., Patagonia Holdings Corp., Purepadala,

Inc., and VFC Land Resources, Inc.; Chairman of Pure Commerce, Inc.; President of Ayagold Retailers, Inc., Entenso Equities, Inc., and Union Equities, Inc.; Director of Bellagio Holdings, Inc., Blue Ocean Holdings, Inc., Canaria Holdings Corporation, Cosco Price, Inc., Ellimac Prime Holdings, Inc., Fertuna Holdings Corp., Meritus Prime Distributions, Inc., P.G. Holdings, Inc., Premier Wine and Spirits, Inc., PSMT Philippines, Inc., Puregold Duty Free (Subic), Inc., Puregold Finance, Inc., Puregold Properties, Inc., Puregold Realty Leasing & Management, Inc., San Jose City Power Corp., Tower 6789 Corporation and Union Energy Corporation.

Mr. Vincent Co received a Bachelor of Science degree in Entrepreneurial Management from the University of Asia and the Pacific in 2003.

(4) Pamela Justine P. Co, Filipino, 37 years old, Director

Ms. Pamela Co has been a Director of the company since 2003.

Ms. Pamela Co is concurrently the President of Pajusco Holdings Corporation and Director of Alerce Holdings Corp., Bellagio Holdings, Inc., Blue Ocean Foods, Inc., Blue Ocean Holdings, Inc., Cosco Price, Inc., Ellimac Prime Holdings, Inc., Fertuna Holdings Corp., Forbes Corporation, Invesco Company, Inc., Kareila Management Corporation, KMC Realty Corporation, League One, Inc., Meritus Prime Distributions, Inc., Montosco, Inc., P.G. Holdings, Inc., Patagonia Distributions, Inc., Patagonia Holdings Corp., Premier Wine and Spirits, Inc., PSMT Philippines, Inc., Puregold Duty-Free (Subic), Inc., Puregold Properties, Inc., S&R Pizza (Harbor Point), Inc., S&R Pizza, Inc., Union Energy Corporation, Union Equities, Inc., SPC Resources, Inc., Union Energy Corporation, Union Equities, Inc., SPC Resources, Inc., and VFC Land Resources, Inc.

Ms. Pamela Co is one of the executive officers in Kareila Management Corporation (S&R) concentrating on merchandising.

She graduated from Thames International School with a Bachelor of Science Degree in Entrepreneurship in 2006.

(5) Leonardo B. Dayao, Filipino, 78 years old, Director

Mr. Dayao was the President of Puregold from 2005 to 2014. He was a member of the board since 1998.

He is also the Chairman and President of Fertuna Holdings Corp., Chairman of Catuiran Hydropower Corporation, Grass Gold Renewable Energy (G2REC) Corporation, Kareila Management Corporation, League One Finance and Leasing Corporation, Pamana Water Corporation, PSMT Philippines, Inc., S&R Pizza, (Harbor Point) Inc., S&R Pizza, Inc., Vice-Chairman of Ayagold Retailers, Inc., President of Alcorn Petroleum and Minerals Corporation, K4 Water Resources Corporation, NE Pacific Shopping Centers Corporation, Puregold Duty Free (Subic), Inc., Puregold Finance, Inc., San Jose City I Power Corp., Southern Utility Management and Services, Inc. (SUMSI), Union Energy Corporation, Vice-President of Alerce Holdings Corp., Bellagio Holdings, Inc., KMC Realty Corporation, Puregold Duty Free, Inc., Puregold Properties, Inc. and Union Equities, Inc.; and Director of Canaria Holdings Corporation, Entenso Equities Incorporated, Karayan Hydropower Corporation and Puregold Realty Leasing & Management, Inc.

Mr. Dayao is also holding positions in other PSE-listed companies: President of Cosco Capital, Inc. and Vice-Chairman of Philippine Bank of Communications.

He received a Bachelor of Science Degree in Commerce from the Far Eastern University. He is a Certified Public Accountant. He completed the Basic Management Program at the Asian Institute of Management and earned units in MBA from the University of the Philippines-Cebu.

(6) Jack E. Huang, Filipino, 68 years old, Director

Mr. Huang has been one of the Directors of the company since 2017.

Mr. Huang also serves as President of First Abacus Financial Holdings Corp., Vice-President of Abacus Capital and Investment Corp., Director of Abacus Securities Corp., Cebu Business Continuous Forms and Richmedia Network, Inc. and a member of the Board of Trustees of Sacred Heart School (Ateneo de Cebu).

Mr. Huang graduated with a degree of Bachelor of Arts, major in Economics, from the Ateneo de Manila University in 1975.

(7) Edgardo G. Lacson, Filipino, 78 years old, Lead Independent Director

Mr. Lacson has been an Independent Director of the company since 2012. Mr. Lacson also serves as Chairman of Metrostores, Inc., President of MIS Maritime Corp., Safeseas Shipping Agency Services, and Independent Director of Zestpower, Inc. He is a member of the Philippine Chamber of Commerce and Industry, Employers Confederation of the Philippines, and Confederation of Asia Chamber of Commerce and Industry. He is a recipient of Ph.D. Honoris Causa By Multi-Skills of the United Kingdom and Ph.D. Honoris Causa by Angeles University.

Mr. Lacson serves in another PSE-listed companies: Independent Director of Global Ferronickel Inc. and Double Dragon Meridian Park REIT.

He graduated from the Dela Salle College in 1965 with a degree of Bachelor of Science, major in Accounting and an MBA candidate. Mr. Lacson is a Certified Public Accountant.

(8) Marilyn V. Pardo, Filipino, 84 years old, Independent Director

Mrs. Pardo has been an Independent Director of the company since 2012.

Mrs. Pardo is also the Chairman of the Corporate Governance Committee of the company. She is currently the Chairman and CEO of Asian Holdings Corporation, Casa Catalina Corporation, Downtown Properties, Inc. and Casa Catalina Properties, Inc.

She graduated with a degree in Liberal Arts from Assumption College in 1960.

(9) Jaime S. Dela Rosa, Filipino, 77 years old, Independent Director

Mr. Dela Rosa has been an Independent Director of the company since 2017.

He graduated from the Far Eastern University in 1964 with a degree of Bachelor of Science, major in Accounting. He completed a program on Global Financial System, Structures, Crises and Reform from the Harvard University – John F. Kennedy School of Government. He is a recipient of an Outstanding Alumnus Award for Government Service. Mr. Dela Rosa is a member of Alabang Country Club, Inc. Free Masonry.

Before joining the company, Mr. Dela Rosa worked as Director of Alcorn Gold Resources Corporation, PNCC-Skyway Corporation of the Philippines and Development Bank of the Philippines. He was the former President of Portman Mining Philippines, Cabaluan Chromite Corp., and Food Terminal, Inc. He also worked as Head of Ayala Investment and Development

Corporation and Philsec Investment Corporation for Visayas and Mindanao and Assistant Vice-President for Citibank.

Mr. Dela Rosa is a Certified Public Accountant.

(10) Levi B. Labra, Filipino, 64 years old, Board Consultant

Mr. Labra has been serving the company as Board Consultant since 2017.

He also currently serves as Director of Hope Philippines, Inc. Before joining the company, Mr. Labra worked in Procter & Gamble for 35 years. He was the Sales Head and a member of the management committee of Procter and Gamble for 20 years. He was Regional Sales Manager for three years building sales organization and systems for India, Indonesia, Malaysia, Singapore, South Korea, and Thailand.

He graduated with honor, *cum laude*, from the University of San Carlos in 1978 of a degree of Bachelor of Science, major in Business Administration.

(11) Grace E. Sy, Filipino, 58 years old, Treasurer

Ms. Sy has been the company's treasurer since 2015. She also works as Treasury Manager of the company since 2009. She is a graduate of St. Paul College of Manila with a degree of Bachelor of Science major in Accountancy, 1983.

(12) Baby Gerlie I. Sacro, Filipino, 43 years old, Corporate Secretary

Ms. Sacro has been the Corporate Secretary of the company since 2000. She is a graduate of Polytechnic University of the Philippines with a degree of Bachelor of Science in Entrepreneurial Management. Before joining the company, she worked as a Compensation and Benefits employee at Plaza Fair, Inc.

(13) Candy H. Dacanay-Datuon, Filipino, 43 years old, Assistant Corporate Secretary and Compliance Officer

Atty. Dacanay has been the Assistant Corporate Secretary and Compliance Officer of the company since 2012.

Atty. Dacanay is a graduate of Colegio De San Juan de Letran with a degree of Bachelor of Arts in Political Science, with a distinction of *cum laude*. She finished Bachelor of Laws from the University of Santo Tomas in 2003 and admitted to the Philippine Bar in 2004.

Atty. Dacanay started her career as Associate Counsel of the company from 2004 to 2011. She became the company's Assistant Corporate Secretary and at the same time Compliance Officer in 2012.

Concurrently, she is the Assistant Corporate Secretary and Compliance Officer of Cosco Capital, Inc. and The Keepers Holdings, Inc. (both PSE-listed companies), Corporate Secretary of Kareila Management Corporation (S&R warehouse), and Corporate Secretary and Compliance Officer of League One Finance and Leasing Corporation.

Atty. Dacanay completed the Harvard Business School Online Certificate Program, "Sustainable Business Strategy", in 2020.

(14) Maria Teresa S. Lontoc, Filipino, 53 years old, Internal Auditor

Before joining the company, Ms. Lontoc worked as Senior Business Consultant in Dairy Farm (Giant GCH) from 2011 to 2013 and as Systems and Audit Manager in SM Pilipinas Makro, Inc. from 2001 to 2011.

She is a graduate of the University of Batangas with a degree of Bachelor of Science in Commerce major in Accounting in 1991.

She had earned her Certificate of Continuing Professional Education from the Association of Certified Fraud Examiners – Philippine Chapter in 2017 specializing in Financial Transactions and Fraud Schemes, Investigations and Techniques, and Fraud Prevention and Deterrence.

(15) Denise Maria D. Carolino, Filipino, 58 years old, Vice-President for Administration

Ms. Carolino is one of the pioneer employees of the company. She is a graduate of the University of Santo Tomas with a degree of Bachelor of Science major in Architecture in 1985. She took credits and will pursue her program in Leadership Management Development Program at the Ateneo De Manila University.

(16) Joseph U. Sy, Filipino, 58 years old, Vice-President for Operations

Mr. Sy is one of the pioneer employees in the company. He was the first store manager in the first branch of the company in Mandaluyong City. Because of his long retail experience, Mr. Sy manages the big stores of Puregold in Metro Manila, and he is also heading the operation of two branches of ‘Merkado,’ a joint venture project with Ayala Land, Inc.

(17) Antonio E. Delos Santos, Filipino, 49 years old, Vice – President for Operations

Mr. Delos Santos has been the company’s head of national operation since 2012. He used to be the National Sales Manager of Colgate Palmolive Philippines Inc. from 2005 to 2012. He graduated from the Ateneo De Manila University with a degree of Bachelor of Arts in Economics in 1993.

(18) Andres S. Santos, Filipino, 71 years old, Legal Counsel

Atty. Santos has been the company’s Legal Counsel since 2010. Before joining the company, he worked as a practicing lawyer in Jose S. Santos, Jr. & Associates. Atty. Santos graduated with a degree of Bachelor of Arts from Arellano University in 1974. He took Bachelor of Laws from the University of the East and graduated in 1978. Atty. Santos passed the bar examination in 7th place.

(19) Anthony Sy, Filipino, 61 years old, S&R President

Mr. Sy joined the company in 2006. Before joining the company, Mr. Sy worked as President of Visual Merchandising Center from 1986 to 2006. He graduated from Ateneo De Manila University with a degree of Bachelor of Science in Management Engineering in 1982.

(20) John Marson T. Hao, Filipino, 39 years old, Sustainability Officer

Mr. Hao joined the company in 2014. He previously worked as Investor Relations Officer of Megaworld Corporation from 2004 to 2014. He is a graduate of the Ateneo De Manila with a degree of Bachelor of Science in Management Engineering minor in Economics.

**(21) Elvira D. Gutierrez, Filipino, 51 years old, Vice-President
for Human Resources and Organizational Development**

Ms. Gutierrez started in the company as Human Resource Manager from 2003 and became Senior Human Resource Manager in 2011.

She attended seminars in Company Policy on Employee Behavior, Discipline and Dismissal in 2019, Businessmen's Strategy in Coping with DO-174 in 2017 and Level Up Leadership, Developing the Self and Leading Others in 2016.

She graduated from the College of the Holy Spirit in 1991 with a degree of Bachelor of Arts in Psychology.

(22) Victor John Dizon, Filipino, 43 years old, Investor Relations Officer

Mr. Victor John G. Dizon is the new Investor Relations Officer of the company effective March 8, 2022.

Mr. Dizon has been a finance professional for twenty years. He cut his teeth in the Philippine financial markets with First Metro Investment Corp., where he ended up as the Head of Equities Trading. As a trader and strategist with a solid track record, he gave clients valuable advice and contributed considerable profits to the company.

He also served in Philippine Government as Head of the Financial Audit and Asset Monitoring Department of the Metropolitan Waterworks and Sewerage System Regulatory Office. He was involved with the financial regulatory aspects of Metro Manila's water utilities-balancing overall consumer interests with the financial health of the water utilities.

Mr. Dizon is a graduate of the University of the Philippines with a bachelor's degree in Business Administration and Accountancy.

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.



CANDY H. DACANAY - DATUON
Assistant Corporate Secretary & Compliance Officer