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)

JEWELYN A. JUMALON	**09178612459**
	(Company Telephone Number)

1 2 / **3 1**	**SEC FORM 17-C**	**0 5** / **1 4**	
Month / **Day**	(Form Type)	**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

STAMPS

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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. Date of Report: **November 7, 2024**

2. SEC Identification Number: **A199813754**

3. BIR Tax Identification No.: **201-277-095**

4. Exact name of issuer as specified in its charter: **Puregold Price Club, Inc.**

5. Province, country or other jurisdiction of incorporation: Manila, Philippines

6. Industry Classification Code: (SEC Use Only)

7. Address of principal office: **No. 900 Romualdez St., Paco, Manila** — Postal Code **1007**

8. Issuer's telephone number, including area code: **(63) 9178612459**

9. Former name or former address, if changed since last report: **N/A**

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding
Common Shares	**2,880,137,615**
Treasury	**24,076,471**

11. Indicate the item numbers reported herein: **Item 9. Other Events: (Please see attachment)**

SIGNATURES

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.
Registrant

7 November 2024
Date

Jewelyn A. Jumalon
Assistant Corporate Secretary &
Compliance Officer

SEC 17-C: Current Report
Puregold Price Club, Inc.

The Board of Directors of Puregold Price Club, Inc. (the “Company”) approved the following matters during its Regular Board Meeting held on 07 November 2024:

1.) 3rd Quarter Financial Report for the year 2024 (SEC 17-Q Report). The Company’s Financial Highlights and Press Release are hereto attached. Further, the Company will submit its SEC 17-Q Report on or before 14 November 2024;

2.) Acquisition of One Hundred Seventy-Six (176) Puremart stores, including its leasehold improvements, furniture and fixtures, equipment and merchandise inventory from League One, Inc.

    The 176 stores are located across:
    a) Metro Manila – 14 stores
    b) CAMANAVA – 14 stores
    c) Batangas – 3 stores
    d) Bulacan – 37 stores
    e) Cavite – 71 stores
    f) Laguna – 26 stores
    g) Rizal – 11 stores

    The consideration for the acquisition is below ten percent (10%) of the Corporation’s book value, and it will be based on the carrying value of the above-mentioned assets as of 30 September 2024.

Financial Highlights

RESULTS OF OPERATION

	For the Nine-month Periods Ended September 30				
(In millions)	**2024**		2023		
		% to Sales		% to Sales	**% Change**
Net Sales	**P151,975**	**100.0%**	P139,299	100.0%	**9.1%**
Cost of Sales	**124,324**	**81.8%**	113,764	81.7%	**9.3%**
Gross Profit	**27,651**	**18.2%**	25,535	18.3%	**8.3%**
Other Operating Income	**2,455**	**1.6%**	2,309	1.7%	**6.3%**
Gross Income	**30,106**	**19.8%**	27,844	20.0%	**8.1%**
Operating Expenses	**19,704**	**13.0%**	17,808	12.8%	**10.6%**
Operating Income	**10,402**	**6.8%**	10,036	7.2%	**3.6%**
Other expenses – net	**(1,460)**	**-1.0%**	(1,472)	-1.1%	**-0.9%**
Net Income before tax	**8,942**	**5.9%**	8,564	6.1%	**4.4%**
Income tax expense	**2,033**	**1.3%**	1,952	1.4%	**4.2%**
Net Income after tax	**P6,909**	**4.5%**	P6,612	4.7%	**4.5%**

Net Sales
For the period ended September 30, 2024, the Group posted a consolidated net sales of P151,975 million for an increase of P12,677 million or 9.1% compared to P139,299 million in the same period of 2023.

Gross Profit
For the period ended September 30, 2024, the Group realized an increase of 8.3% in consolidated gross profit to P27,651 million at 18.2% margin from P25,535 million at 18.3% margin in the same period of 2023.

Other Operating Income
Other operating income increased by P146 million or 6.3% from P2,309 million in the nine months of 2023 to P2,455 million in the same period of 2024.

Gross Operating Income
Gross operating income for the nine months of 2024 amounted to P30,106 million at a gross operating margin of 19.8% and an increase of P2,262 million or 8.1% from P27,844 million at 20.0% margin in the same period of 2023.

Operating Expenses
Operating expenses increased by P1,896 million or 10.6% from P17,808 million in the nine-month period ended September 30, 2023 to P19,704 million in the same period of 2024.

Other Expense - net
Other expenses net of other income amounted to P1,460 million and P1,472 million for the nine-month periods ended September 30, 2024 and 2023, respectively.

Net Income
For the period ended September 30, 2024, the Group earned a consolidated net income of P6,909 million at 4.5% net margin and an increase of 4.5% from P6,612 million at 4.7% net margin in the same period of 2023.

Puregold 9M 2024 net income grew to P 6.9 billion, Up 4.5% YoY

Manila, Philippines – Grocery retail leader Puregold Price Club, Inc. (PGOLD) grew consolidated revenue to Php 151.97 billion in the first nine months of 2024 which represents a 9.1% growth from Php 139.3 billion in the same period last year. In the first nine months of 2024, the enterprise experienced positive same store sales growth (SSSG) of +3.5% from Puregold Stores and +4.1% from S&R Warehouse clubs driven by higher traffic and basket size. The company continues to see a buoyant trajectory in topline growth for the remainder of 2024

PGOLD consolidated net income for the first nine months of 2024 grew by 4.5% year on year to Php 6.9 billion from Php 6.6 billion. Puregold's topline growth was complemented by the slight improvement in gross margins for the S&R business.

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As of end September 2024, PGOLD opened 19 new Puregold stores, 3 S&R Membership Shopping Warehouse and 3 S&R New York Style QSR. The group had a total of 591 stores nationwide. These include 506 Puregold stores, 28 S&R Membership Shopping Warehouses, and 57 S&R New York Style QSRs.