

### Puregold Price Club Inc.'s Retailer Profile

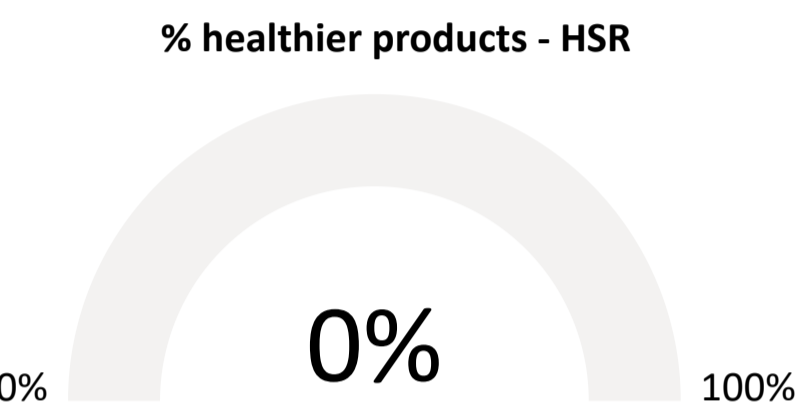
<b>Headquarters</b> Philippines	<b>Operating Brands</b> Puregold, S&R Membership Shopping
<b>Market Share (Formal Retail Market)</b> <sup>1</sup> 16-18%	<b>Geographic Coverage</b> Nationwide
<b>Type of Ownership</b> Public	<b>Primary Retail Format</b> Hypermarkets
<b>Primary Consumer Segment</b> Mass market	<b>Operation Model</b> Corporate-owned / Centralized

**Important** - The findings of this Assessment regarding retailers’ performance rely to a large extent on information shared by retailers, in addition to information that is available in the public domain. Several factors beyond the retailers’ control may impact the availability of information. Therefore, in the case of limited or no engagement by such retailers, this Assessment may not represent the full extent of their efforts.

Footnote:  
1. Euromonitor International, Staple Foods Industry edition, 2024

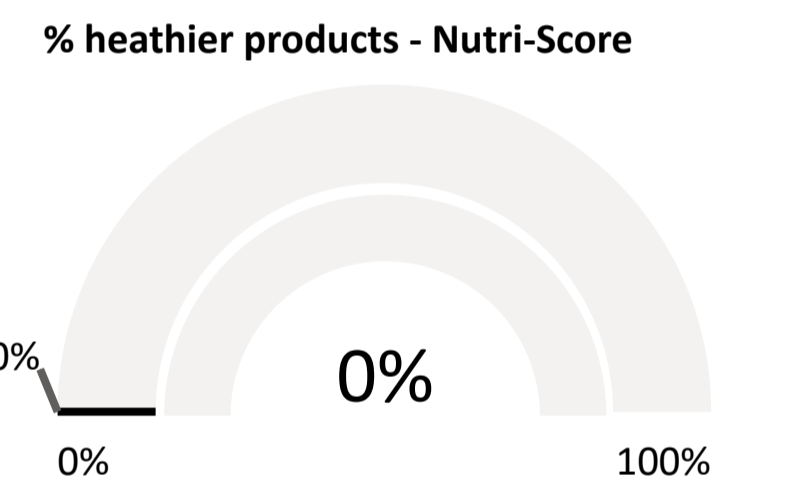
### Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the retailer's overall portfolio, as assessed by different nutrient profiling models.



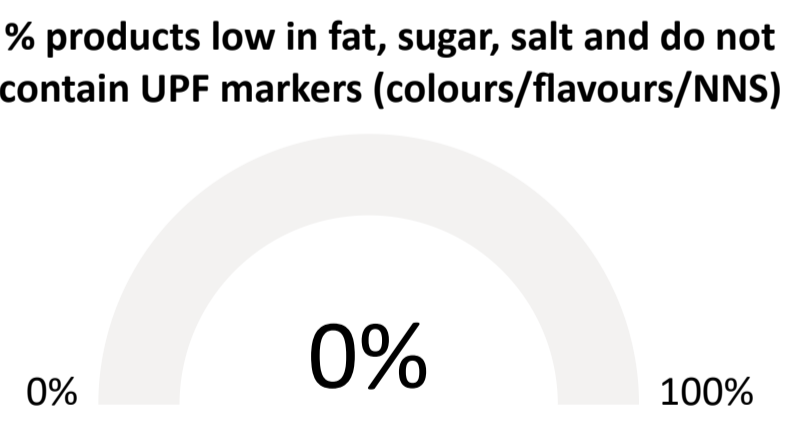
Of 2 private label products assessed across all applicable categories, 0% are considered healthier based on the **HSR model** and healthier threshold of 3.5 stars or above.

The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered 'healthier'. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.



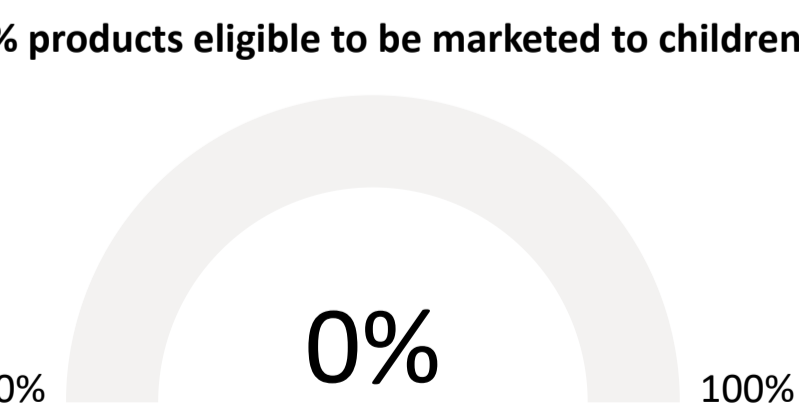
Of 2 private label products assessed across all applicable categories, 0% are considered healthier based on the **Nutri-Score** grades of A + B (represented by the inner arch of the graph). When extending the definition to include grade C (A + B + C), 0% of private label products are considered healthier (outer arch), allowing flexibility depending on the context and purpose of comparison.

The **Nutri-Score model** was also used to assess the proportion of products in each retailer's portfolio that receive each of the five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality.



Of 2 private label products assessed across all applicable categories, 0% are **non-HFSS** (so not High in Fat, Salt and Sugar) and **non-UPF** (no colours/flavours/NNS as markers of Ultra-Processed Food) products.

The **HFSS + colours/flavours/NNS approach** (Popkin et al. 2024) combines HFSS (high in fat, sugar, and salt) thresholds with common UPF markers (in this case: colours, flavours, and non-nutritive sweeteners) to flag less healthy food and beverage items.



Of 8 private label products assessed across all applicable categories, 0% meet the **WHO SEARO** eligibility criteria for marketing to children.

The **WHO SEARO** model is a nutrient profile model for use and adaptation by Member States of the WHO South-East Asia Region when developing policies to restrict food marketing to children.

### Findings

#### [-] Recognition of nutrition

Puregold Price Club publishes ‘Major Risks’ to the business in its Annual Report, but no explicit mention of nutrition-related risks were included. Similarly, its parent company, Cosco Capital, has published the outcomes of its Materiality Assessment, but none of the priority issues identified relate to nutrition. [Link](#)

#### [-] Addressing and prioritizing nutrition

While Puregold has an ‘ESG Sustainability’ pillar of its growth strategy, it does not publish any reference to addressing nutrition through its approach. ‘Product Safety and Customer Well-being’ is addressed in Puregold’s reporting, but this focuses on product quality and safety, without explicit reference to nutrition. [Link](#)

### Recommendations

#### [-] Recognition of nutrition

Puregold is encouraged to explicitly recognize consumer health and nutrition as an important material issue within its materiality assessment. The company is also encouraged to identify and disclose nutrition-related risks in the enterprise risk register reported in its Annual Reports, including potential business impacts of changing consumer preferences and health consciousness, reputational risks, and possible future regulatory requirements. By proactively engaging on nutrition and health, Puregold can strengthen long-term resilience, trust, and competitiveness.

#### [-] Addressing and prioritizing nutrition

To play an active role in addressing and preventing rising rates of overweight and obesity in the Philippines, Puregold is strongly encouraged to integrate nutrition considerations across its commercial business and develop a comprehensive strategy to improve its impact on consumer health, in line with ATNi’s recommendations from this Retail Assessment. This should include clear objectives and defined actions. This would help the company meet growing expectations from consumers, regulators, and investors, while differentiating itself from competitors and supporting long-term, sustainable growth.

#### [-] Nutrition governance and accountability

Puregold is recommended to assign direct responsibility for its nutrition strategy to a named executive, and to formally incentivize progress by linking their remuneration to at least one nutrition-related KPI. The company is also encouraged to ensure that its Board of Directors formally approves and regularly reviews progress on its nutrition strategy. Strong governance and accountability mechanisms embed nutrition into decision-making at the highest levels, driving consistent implementation and signalling to stakeholders that the company is serious about delivering on its commitments.

### Findings

☐ **Nutrition targets and reporting**

No evidence was found on the public domain of targets to increase sales of ‘healthier’ products or fruits and vegetables, nor of reporting on the proportion of sales derived from such products. Similarly, no targets or reporting were identified on reducing specific nutrients of concern or increasing positive ingredients in its private label portfolio.

☐ **Defining ‘healthier’ products**

No information was found regarding whether or how the company defines ‘healthier’ products through the use of a nutrient profiling model (NPM).

### Recommendations

☐ **Nutrition targets and reporting**

Puregold is strongly recommended to track the sales of products — starting with its private label portfolio — that meet a formal definition of ‘healthier’. The results should be published annually, ideally according to ATNi’s proposed NPM reporting guidelines. The company is also strongly encouraged to set an ambitious, timebound target to increase the proportion of total food sales derived from products meeting this definition. Setting targets and transparently reporting in this way not only helps to focus internal efforts, but also builds stakeholder trust by demonstrating accountability and a commitment to promoting healthier consumer choices.

☐ **Defining ‘healthier’ products**

Puregold is strongly recommended to adopt a government-endorsed NPM to define ‘healthier’ products within its portfolio. While a model specific to the Philippines is under development, the company can use models endorsed by other governments such as HSR, or one of the regional NPMs developed by the WHO. It can use this ‘healthier’ definition to guide decisions on stocking, pricing, positioning, promotion, marketing and labelling of products, as well as to develop new healthy products and reformulate existing products to improve their healthiness.

### Findings

 **Affordability of healthier products**

The website of Puregold’s parent company, Cosco Capital, states that "Puregold consistently offers the best prices for grocery goods", while Puregold reports that it seeks to attract shoppers by offering “localized staples pricing and promo initiatives (at par or lower than benchmark competitor)”. However, no evidence was found of a focus on ensuring, or seeking to increase, the affordability of its ‘healthier’ products. [Link](#)

 **Price promotions and loyalty rewards**

No evidence of a policy or initiative to offer proportionately more price promotions on healthier products was found, nor any loyalty mechanisms to incentivise the purchasing of healthier products specifically.

### Recommendations

 **Affordability of healthier products**

Puregold is encouraged to build on its commitment to affordability and develop a dedicated strategy to increase the affordability of ‘healthier’ products specifically, ensuring that these are priced more competitively relative to less healthy options. This should include defining how affordability will be measured in the Philippines, and targets to increase the availability and affordability of ‘healthier’ products. Especially given the company’s extensive reach in the Philippines, the company is encouraged to develop a strategy to improve the accessibility of affordable, healthy products for lower-income consumers.

 **Price promotions and loyalty rewards**

Puregold is encouraged to leverage its loyalty rewards program to actively incentivize the purchase of ‘healthier’ products through ongoing or permanent mechanisms. The company is also encouraged to develop a program or policy to ensure that a greater share of price promotions are applied to ‘healthier’ products throughout the year, or to reduce promotions on less healthy products. The company could also consider tracking and publicly reporting quantitative data on these initiatives to demonstrate their reach and impact.

# Puregold Price Club

## Topic D: Responsible Marketing

### Findings

☐ **In-store marketing techniques**

No evidence was found in the public domain of policies or initiatives addressing the in-store positioning of healthier versus unhealthy products, such as in prominent in-store locations, improving shelf-space ratios, or using promotional techniques (beyond pricing) to encourage sales of healthier products and/or fruits and vegetables.

☐ **Responsible marketing to children**

No evidence of a policy in place to restrict the marketing of unhealthy products to children was found on the public domain.

### Recommendations

☐ **In-store marketing techniques**

Puregold is encouraged to develop initiatives to increase the proportion of healthier products that are prominently displayed in high-traffic areas of stores, such as end-of-aisle displays, checkout zones, and store entrances, relative to less healthy products. Ideally, these efforts would be complemented by similar practices in online retail environments, ensuring that healthier options are prominently featured in digital promotions, search results, and recommendations.

☐ **Responsible marketing to children**

Puregold is strongly encouraged to establish a formal policy to not market products that do not meet a formal definition of ‘healthy’, ideally based on a government-endorsed NPM or the WHO South-East Asia (SEA) or Western Pacific Region (WPR) Regional Models, to children under the age 18, in line with WHO and UNICEF recommendations. This commitment should apply to all products, including treats and seasonal products, and across all marketing channels and techniques, including in-store promotion, digital media, and sponsorships, while being transparent about any exemptions. The company is also encouraged to commission independent third-party audits of this policy on an annual basis, and to publish the results to demonstrate transparency and accountability.

Findings

☐ Identifying healthier products

No evidence of an initiative in place to assist consumers in identifying ‘healthier’ or ‘unhealthy’ products as they are displayed, either in-store or online, was found.

Recommendations

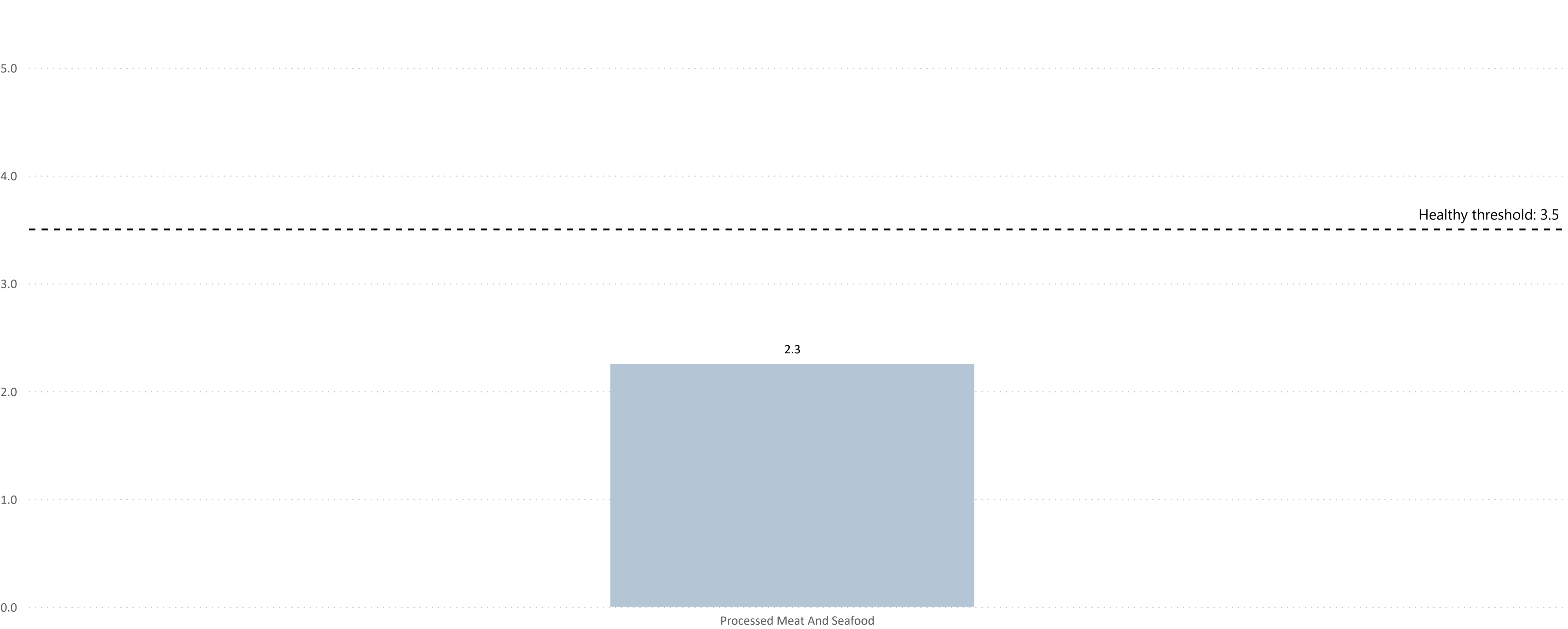


# Puregold Price Club

## Private Label Product Profile Results

The Product Profile for Retail Assessment provides a structured evaluation of the nutritional composition of private label packaged food and beverage products from selected retailers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), the Nutri-Score model, and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). These models support a consistent and comparative analysis of portfolio healthiness across the retailers. Graph below indicates mean HSR of each categories assessed for Puregold.

Mean HSR by category





# Puregold Price Club

## Private Label Product Profile Results

The table presents an overview of the nutritional quality of products across various food categories, based on HSR, Nutri-Score (A+B and A+B+C) and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Category	% healthier products: HSR	% healthier products: Nutri-Score (A+B)	% healthier products: Nutri-Score (A+B+C)	% products that are HFSS	% products that are HFSS AND/OR contain UPF markers (colours/flavours/NNS)	% products meeting WHO SEARO eligibility criteria	% products meeting WHO WPRO <sup>1</sup> eligibility criteria
Processed Meat And Seafood	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/8)	38% (3/8)
Total	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/8)	38% (3/8)

Footnote:

1. The **WHO WPRO** model is a nutrient profile model for use and adaptation by Member States of the WHO Western-Pacific Region when developing policies to restrict food marketing to children.