

# COVER SHEET

7 7 4 8 7

S.E.C. Registration Number

J O L L I B E E F O O D S C O R P O R A T I O N

(Company's Full Name)

10/F J O L L I B E E P L A Z A B U I L D I N G  
 10 F. O R T I G A S J R . A V E N U E  
 O R T I G A S C E N T E R , P A S I G C I T Y

(Business Address: No. Street City / Town / Province)

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Company Telephone Number

31-Dec

Month Day Year  
 Fiscal Year

Any Day in June

Month Day Year  
 Annual Meeting

## Press Release: 1st Quarter Financial Results

17C

Secondary License Type, If Applicable

\_\_\_\_\_

Dept. Requiring this Doc.

\_\_\_\_\_

Amended Articles Number/Section

\_\_\_\_\_

Total no. of Stockholders

Total Amount of Borrowings

\_\_\_\_\_

Domestic

\_\_\_\_\_

Foreign

To be accomplished by SEC Personnel concerned

\_\_\_\_\_

File Number

\_\_\_\_\_

LCU

\_\_\_\_\_

Document I.D.

\_\_\_\_\_

Cashier

STAMPS

Remarks = please use **black ink** for scanning purposes



COVER SHEET

JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F Jollibee Plaza Building

10 F. Ortigas Jr. Avenue,

Ortigas Center, Pasig City

(Company's Address)

(632) 634-1111

Telephone Number

December 31

(Fiscal Year Ending)

Any day in the month of June

(Annual Meeting)

Press Release

2015 1<sup>st</sup> Quarter Results

(Form Type)

\_\_\_\_\_  
Amendment Designation (If applicable)

\_\_\_\_\_  
(Secondary License Type and File Number)

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

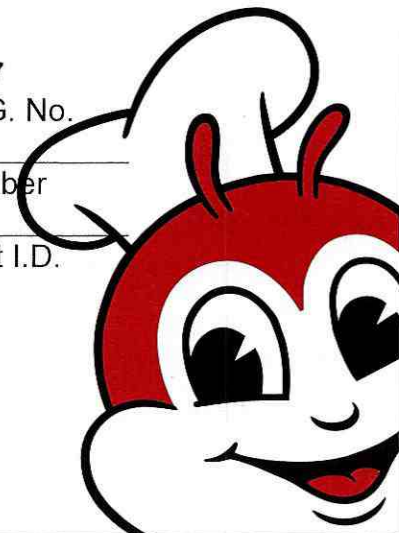
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Central Receiving Unit

\_\_\_\_\_  
File Number

\_\_\_\_\_  
Document I.D.

**Jollibee Foods Corporation**

5/F Jollibee Plaza, F. Ortigas Jr. Ave., Ortigas Center, Pasig City 1605 Philippines Trunk Line: 63 2 634-1111



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

1. Date of Report **May 13, 2015**
2. Commission identification number **77487**
3. BIR Tax Identification No. **000-388-771**
4. **JOLLIBEE FOODS CORPORATION**  
Exact name of registrant as specified in its charter
5. **PHILIPPINES**  
Province, country or other jurisdiction of incorporation or organization
6. Industry classification code  (SEC Use Only)
7. **10/F JOLLIBEE PLAZA BUILDING, 10 F. ORTIGAS JR. AVENUE, ORTIGAS CENTER,  
PASIG CITY**  
Address of registrant's principal office  
  
**1605**  
Postal Code
8. **(632) 634-1111**  
Registrant's telephone number, including area code
9. **N/A**  
Former name, former address and former fiscal year, if changed since last report
10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of each Class	Number of shares of common stock & warrants outstanding
<b>Common</b>	<b><u>1,066,827,107</u></b>
<b>Treasury Shares:</b>	
<b>Common</b>	<b><u>16,447,340</u></b>

*Note: Total common outstanding share of 1,066,827,107 is inclusive of 11,000 MSOP subject for listing and 2,588,777 shares entrusted with Deutsche Regis Partners, Inc. with the following details:*

<b>MSOP Shares:</b>	
Beginning balance (per SEC Form 17-C dated May 11, 2015)	1,813,430
Shares applied for listing	-
Ending balance, as of May 13, 2015	<u>1,813,430</u>
<b>ELTIP Shares:</b>	
Beginning Balance (as of May 11, 2015)	775,347
Shares applied for listing	-
Ending balance, as of May 13, 2015	<u>775,347</u>
<b>TOTAL</b>	<u><u>2,588,777</u></u>


11. Other Events

Please see attached Press release re: 1<sup>st</sup> Quarter Financial Results

**SIGNATURE**

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**JOLLIBEE FOODS CORPORATION**  
Registrant

  
**YSMAEL V. BAYSA**  
Chief Finance Officer &  
Corporate Information Officer

  
**VALERIE F. AMANTE**  
Vice-President & Corporate Information Officer

**THE JOLLIBEE GROUP OF COMPANIES**  
**JFC 1st Quarter Sales Up 9.5%, Profit Rises by 10.2%**

**Metro Manila, Philippines, May 13, 2015 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the Quarter ended March 31, 2015**

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the quarter ended March 31, 2015:

Financial Summary	YTD March		
	2015	2014	% Change
System Wide Retail Sales	<b>29,908</b>	27,305	9.5%
Revenues	<b>23,003</b>	20,914	10.0%
Net Operating Income	<b>1,450</b>	1,384	4.8%
Net Income	<b>1,236</b>	1,098	12.6%
Net Income Attributable to Equity Holders of the Parent Company	<b>1,188</b>	1,078	10.2%
Earnings Per Common Share - Basic	<b>1.116</b>	1.025	8.9%
Earnings Per Common Share - Diluted	<b>1.092</b>	1.002	9.0%

*\* Amounts in PhP Millions, except % change and Per Share data.*

Jollibee Foods Corporation, the country's largest food service company, posted a 10.0% growth in revenues while system wide sales, a measure of all sales to consumers, both from company-owned and franchised stores grew by 9.5% in the first quarter of 2015 compared to the same quarter of 2014. JFC's Net Income Attributable to Equity Holders of the Parent Company rose by 10.2% in the first quarter versus the same period last year.

In the first quarter of 2015, system wide sales of the Philippine business grew by 9.9% driven by a 5.3% growth in store network and about 5% growth in same store sales. Sales from foreign businesses grew by 8.1%, with China growing by 7.7%, the United States by 11.7% and Southeast Asia and the Middle East by 5.0%. These growth rates are net of the effect of the appreciation of the Philippine peso versus other currencies. Excluding the impact of exchange rate changes, sales from its restaurants abroad grew by 11.1%.

Jollibee Foods Corporation's Chief Financial Officer Mr. Ysmael V. Baysa gave the following statement: "Overall business in the Philippines remained strong, growing by almost 10% in system wide sales in the first quarter despite a high base from last year. The brands continued to bear the pressure of higher raw material prices with their impact on operating margins. We look forward to improving raw material price trends and higher growth rate of our store network in the months ahead. Foreign businesses continued to grow well with strong same store sales growth and improving profitability in China and very robust business growth in Vietnam and in some parts of the Middle East."

*MBP 5/13/15*

The JFC Group opened a total of 60 stores worldwide in the first quarter of 2015: 49 in the Philippines and 11 in its foreign business. On May 4, 2015 it opened a Jollibee store in The Dubai Mall in the United Arab Emirates registering one of the highest opening day sales of a store in the company's history and, re-establishing the brand in the country after 20 years.

Jollibee Foods Corporation operates the largest food service network in the Philippines. As of March 31, 2015, it was operating 2,335 restaurant outlets in the country: Jollibee brand 869, Chowking 419, Greenwich 216, Red Ribbon 334, Mang Inasal 452 and Burger King 45. Abroad, it was operating 616 stores: Yonghe King (China) 313, Hong Zhuang Yuan (China) 43, San Pin Wang (China) 53, Jollibee 123 (US 32, Vietnam 60, Brunei 12, Saudi Arabia 10, Qatar 3, Kuwait 3, Hong Kong 1 and Singapore 2), Red Ribbon in the US 34, Chowking 47 (US 19, UAE 20, Qatar 5, Oman 2 and Kuwait 1), Jinja Bar (US) 3. The JFC Group had a total of 2,951 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 77, Pho 24 (Vietnam, Indonesia, Philippines, Cambodia, Macau and Korea) 45, and 12 Sabu (China) 20.

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*MRP 5/13/15*