



101212013002101



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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 : Marites S. Guevarra  
Receiving Branch : SEC Head Office  
Receipt Date and Time : January 21, 2013 02:46:38 PM  
Received From : Head Office

Company Representative

---

Doc Source

Company Information

---

SEC Registration No. 0000077487  
Company Name JOLLIBEE FOODS CORP.  
Industry Classification Miscellaneous Business Activities  
Company Type Stock Corporation

### Document Information

---

Document ID 101212013002101  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered January 18, 2013  
No. of Days Late 0  
Department CFD  
Remarks



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza  
F. Ortigas Jr. Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

Certification on Compliance with Corporate Governance  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

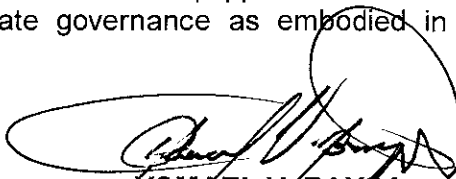
\_\_\_\_\_  
Document I.D.



## CERTIFICATION

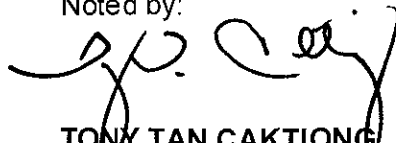
Pursuant to the provision of our Corporate Governance Manual required under Securities and Exchange Commission Memorandum Circular No. 2 dated April 05, 2002, I hereby certify that:

1. Compliance with SEC Memorandum Circular No. 2 dated April 5, 2002, as well as all relevant Circulars on Corporate Governance have been monitored;
2. Jollibee Foods Corporation (the "Corporation"), its directors, officers and employees complied with all the leading practices and principles on good corporate governance as embodied in the Corporation's Manual of Corporate Governance (the "Manual");
3. The Corporation also complied with the appropriate performance self-rating assessment and performance evaluation system to determine and measure compliance with the Manual;
4. There have been no major deviations from the Manual; and
5. The Corporation's directors and key officers have been equipped with the leading practices and principles on good corporate governance as embodied in the Manual.



**YSMAEL V. BAYSA**  
Chief Finance Officer; &  
Compliance Officer

Noted by:



**TONY TAN CAKTIONG**  
President

REPUBLIC OF THE PHILIPPINES )  
CITY OF PASIG ) S.S.

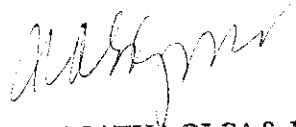
Before me, a notary public in and for the city named above, personally appeared:

<u>Name</u>	<u>Community Tax Certificate No.</u>	<u>Place/ Date of Issue</u>
Ysmael V. Baysa	050925103 NS 10 03-428219-1	Marikina / 1-28-2012

who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took on oath before me as to such instrument.

Witness my hand and seal this JAN 18 2013 day of                      2013.

Doc. No. 200 ;  
Page No. 41 ;  
Book No. 9 ;  
Series of 2013.

  
**ATTY. AGATHA OLGA S. DE JESUS**  
NOTARY PUBLIC  
Until December 31, 2013  
PTR No. 8419628 / Pasig City / January 2, 2013  
IBP No. 914022 / RSM Chapter / January 3, 2013  
Roll No. 50929  
MCLE. No. IV - 0094625 / Feb. 21, 2012



102152013001311



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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 : Dharril Curañes  
Receiving Branch : SEC Head Office  
Receipt Date and Time : February 15, 2013 12:04:17 PM  
Received From : Head Office

Company Representative

---

Doc Source

Company Information

---

SEC Registration No. 0000077487  
Company Name JOLLIBEE FOODS CORP.  
Industry Classification Miscellaneous Business Activities  
Company Type Stock Corporation

### Document Information

---

Document ID 102152013001311  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered February 14, 2013  
No. of Days Late 0  
Department CFD  
Remarks



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Press Release

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



**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                    **February 14, 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,045,579,354
Treasury Shares: Common	16,447,340


*Note: Total outstanding common shares inclusive of 1,256,539 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLST\_2012000003918 dated March 8, 2012) lodged with Deutsche Regis Partner's Inc. last March 8, 2012. It also includes 685,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

11. Other Events  
  
Please see attached press release.

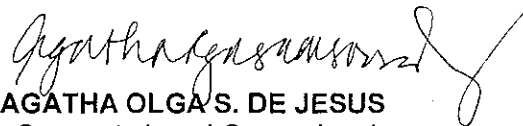
SIGNATURE

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*



**AGATHA OLGA S. DE JESUS**  
*Corporate Legal Counsel and  
Corporate Information Officer*



**THE JFC GROUP OF COMPANIES**  
**Jollibee Net Income Up 15% in 2012**

**Metro Manila, Philippines, February 14, 2013 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the quarter and the year ended December 31, 2012**

Following are the highlights of the financial results of operations of Jollibee Foods Corporation based on its unaudited financial statements for the 4<sup>th</sup> quarter and the entire year of 2012:

*(Note: All references versus same period last year.)*

Financial Summary	Quarter 4 Ended December 31			Year to Date Ended December 31		
	2012	2011	% Change	2012	2011	% Change
System Wide Retail Sales	25,353	22,971	10.4%	92,271	82,170	12.3%
Revenues	19,549	17,775	10.0%	71,048	62,555	13.6%
Net Operating Income	1,455	1,284	13.3%	4,487	3,902	15.0%
Net Income	1,248	1,181	5.7%	3,763	3,254	15.7%
Net Income Attributable to Equity						
Holders of the Parent Company	1,245	1,176	5.9%	3,721	3,232	15.1%
Earnings Per Common Share - Basic	1.191	1.141	4.4%	3.571	3.138	13.8%
Earnings Per Common Share - Diluted	1.185	1.137	4.2%	3.507	3.096	13.3%

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

The System Wide Sales of Jollibee Foods Corporation grew by 10.4% in the 4<sup>th</sup> quarter of 2012 compared to the same period in 2011 and by 12.3% for the entire year of 2012 driven by strong same store sales and by the expansion of store network. For the entire year, sales of its restaurant chains in the Philippines grew by 10.3% while those abroad rose by 21.7%. System Wide Sales is a measure of all sales to consumers, both from company owned and franchised stores.

Mr. Tony Tan Caktiong, JFC Chairman and CEO stated that system wide sales in all regions performed strongly in 2012 led by the China business which grew by 27.1%. Southeast Asia and the Middle East grew by 23.8%, Philippines by 10.3% and the United States by 9.2%. Brands in the Philippines performed strongly in 2012, both in sales and profit growth.

“Our efforts in strengthening the brands, improving the products and increasing the value to consumers are delivering strong results. As JFC celebrates its 35<sup>th</sup> year in 2013, we look forward to continued strong sales and profit growth this year and in the years ahead,” Mr. Tan Caktiong stated.

*TCP*

JFC's net income attributable to equity holders of the Parent Company reached Php3,721 million representing a 15.1% growth over the net income generated in 2011 of Php3,232 million. Earnings per share rose by 13.8% to Php3.571 in 2012 from Php3.138 in 2011. Net income in the 4<sup>th</sup> quarter of 2012 reached Php1,245 million, representing a 5.9% growth over the net income in the same period in 2011.

Jollibee Foods Corporation Chief Financial Officer Mr. Ysmael V. Baysa disclosed that JFC's reported profit included a write-off of Php371 million for closures of 14 stores in the United States and 31 in China. Excluding this write-off, operating income for the 4<sup>th</sup> quarter increased by 42.2% and net income increased by 27.6% while total year net income would have increased by 23.6% instead of 15.7%. Most of the assets written-off were leasehold improvements mainly in newly-developed properties like malls where the volume of visitors did not reach the level estimated before the store opening.

"The significant cost of the store closures prevented JFC from achieving an otherwise outstanding financial performance in 2012. We look forward to do a better job at making investments in new stores in the future," Mr. Baysa stated.

JFC's Return on Equity for the entire year rose from 17.6% in 2011 to 18.3% in 2012. Cash generated from operations reached Php8,006 million, up by 36.1% over the Php5,881 million generated in 2011. JFC paid its shareholders regular and special cash dividends of Php1.20 and Php1.00 per share, respectively for a total of Php2.20 per share, double the amount declared in 2011 of Php1.07 per share. The total cash dividends declared in 2012 represented 61.6% of earnings per share in the same year.

The Jollibee Group opened a total of 223 new stores in 2012; 135 in the Philippines and 88 abroad, broken down as follows: in the Philippines- Jollibee 39, Chowking 21, Red Ribbon 9, Greenwich 8, Mang Inasal 51 and Burger King 7; in China, Yonghe King 59, Hong Zhuang Yuan 2, San Pin Wang 6; in the United States, Jollibee 1, Chowking 1; in Southeast Asia and the Middle East, Jollibee 14, Chowking 5.

*CRP*

JFC operates the largest food service network in the Philippines. As of December 31, 2012, it was operating a total of 2,074 stores in the Philippines: Jollibee 780, Chowking 386, Greenwich 202, Red Ribbon 212 Mang Inasal 465 and Burger King 29. In foreign operations, the group had 554 stores: In China, Yonghe King 297, Hong Zhuang Yuan 46, San Pin Wang 40; in the US, Jollibee 27, Red Ribbon 32, Chowking 19, Chow Fun 3; in Southeast Asia and the Middle East, Jollibee 65 and Chowking 25 for a total of 2,628 stores worldwide.

*OSP*

\*\*\*\*\*



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

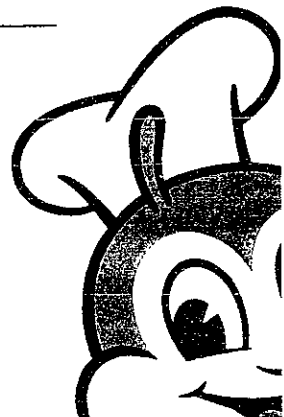
\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



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

APR 15 2013  
 12

1. Date of Report **12 April 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,045,969,655
Treasury Shares:	
Common	16,447,340

Note: Total outstanding common shares inclusive of 1,500,000 and 3,507 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST\_2012000003918 dated March 8, 2012) and 1,000,000 MSOP lodged with Deutsche Regis Partner's Inc. last March 8, 2012 and November 9, 2012 respectively. It also includes 785,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.

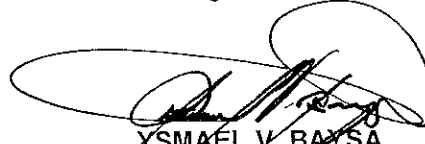
11. Other Events

Please see attached press release.

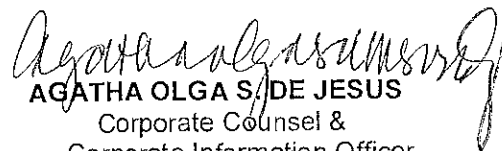
SIGNATURE

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



**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

## THE JOLLIBEE GROUP OF COMPANIES

### Jollibee Group 2012 Profit Rises by 15.4%

**Metro Manila, Philippines, April 12, 2013** – *Jollibee Foods Corporation* (PSE: JFC) – **Audited Financial Results for the year ended December 31, 2012**

Following are the highlights of JFC's results of operations in 2012 based on its audited consolidated financial statements. The audited consolidated financial statements differed only slightly from the unaudited financial statements that were reported on February 14, 2013 (by -0.3% in total assets, +0.2% in net income attributable to equity holders of the Parent Company and almost no change for revenues).

*(Note: All references versus same period last year.)*

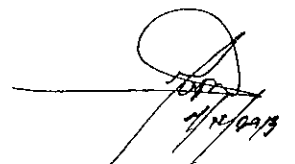
Financial Summary	Year to Date Ended December 31 (Audited)		
	2012	2011	% Change
System Wide Retail Sales	92,271	82,170	12.3%
Revenues	71,059	62,555	13.6%
Net Operating Income	4,346	3,902	11.4%
Net Income	3,713	3,254	14.1%
Net Income Attributable to Equity Holders of the Parent Company	3,728	3,232	15.4%
Earnings Per Common Share - Basic	3.578	3.138	14.0%
Earnings Per Common Share - Diluted	3.514	3.096	13.5%

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

The consolidated revenues of Jollibee Foods Corporation, which include sales of company-owned stores, commissary sales to franchised stores, franchised fees and royalty fees grew by 13.6% in the entire year while system wide sales, a measure of all sales to consumers, both from company-owned and franchised stores rose by 12.3%.

JFC's audited consolidated net income attributable to equity holders of the Parent Company increased by 15.4% in 2012 to Php3,728.2 million compared to 2011.

JFC's consolidated assets, liabilities and stockholders' equity per its audited financial statements differed only slightly from those reported per the unaudited financial statements on February 14, 2013 to the PSE and the SEC.

  
 4/12/2013

The total assets of the company grew by 8.0% from Php38,881.7 million in 2011 to Php41,990.8 million in 2012 driven mainly by the increase of its cash. Net cash provided by operating activities increased by 38.4% in 2012 versus the amount made in 2011 due to profit growth and to decline in working capital level.

JFC spent Php3,755.9 million in capital expenditures in 2012 - slightly higher than the amount spent in 2011 of Php3,700.4 million.

Return on Equity (ROE) improved from 17.6% in 2011 to 18.3% in 2012 as net income attributable to equity holders of the Parent Company grew by 15.4% while stockholders' equity rose by only 8.3% after declaring regular and special cash dividends.

Today, April 11, 2013 JFC also disclosed that it declared a regular cash dividend of Php0.65 per share to stockholders of record as of May 7, 2013 payable on May 30, 2013. This represents a 12.1% increase over the regular cash dividend of Php0.58 per share paid at about the same time last year.

JFC operates the largest food service network in the Philippines. As of February 28, 2013, it was operating a total of 2,087 stores in the Philippines: Jollibee 782, Chowking 388, Greenwich 197, Red Ribbon 226, Mang Inasal 465 and Burger King 29. In foreign operations, the group had 564 stores: In China, Yonghe King 307, Hong Zhuang Yuan 46, San Pin Wang 39; in the US, Jollibee 27, Red Ribbon 31, Chowking 19, Chow Fun 3; in Southeast Asia and the Middle East, Jollibee 67 and Chowking 25 for a total of 2,651 stores worldwide.

\*\*\*\*\*

A handwritten signature in black ink, appearing to be 'J. J. J.', with the date '4/11/13' written below it.



# 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)

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

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

Contact Person

Company Telephone Number

Contact Person

Company Telephone Number

## SEC FORM 17-C Cash Dividend Declaration FORM TYPE

1 2 3 1  
Month Day Year  
Fiscal Year

0 6 A N Y  
Month Day Year  
Annual Meeting

Secondary License Type, If Applicable

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Dept. Requiring this Doc.

Amended Articles Number/Section

Amended Articles Number/Section

Total no. of Stockholders

Total no. of Stockholders

Total Amount of Borrowings

Domestic

Domestic

Foreign

Foreign

To be accomplished by SEC Personnel concerned

File Number

File Number

LCU

LCU

Document I.D.

Document I.D.

Cashier

Cashier

STAMPS

STAMPS

Remarks = please use black ink for scanning purposes



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Cash Dividend Declaration  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

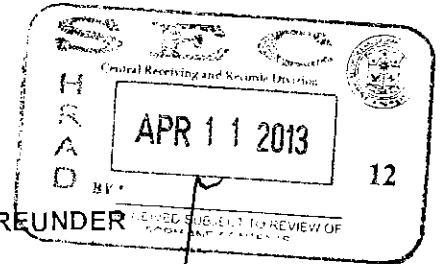
\_\_\_\_\_  
Central Receiving Unit

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

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



**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 **11 April 2013**
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,045,969,655
Treasury Shares: Common	16,447,340

Note: Total outstanding common shares inclusive of 1,500,000 and 3,507 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WL1ST\_2012000003918 dated March 8, 2012) and 1,000,000 MSOP lodged with Deutsche Regis Partner's Inc. last March 8, 2012 and November 9, 2012 respectively. It also includes 785,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WL1ST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.

11. Other Events

Jollibee Foods Corporation (JFC) announced that its Board of Directors approved today, April 11, 2013 a cash dividend of Php0.65 per share of common stock for all shareholders of record as of May 7, 2013. This will be distributed on May 30, 2013. This cash dividend is 12.1% higher than that declared in the same period last year.

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**  
Vice President – Corporate Finance  
and Chief Finance Officer



**AGATHA OLGA DE JESUS**  
Corporate Counsel & CIO



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
2012 Audited Financial Statements

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



APR 16 2013

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 **12 April 2013**
- 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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,045,969,655
Treasury Shares:	
Common	16,447,340

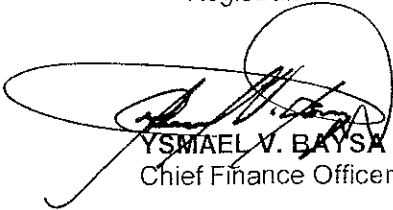
Note: Total outstanding common shares inclusive of 1,500,000 and 3,507 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST\_2012000003918 dated March 8, 2012) and 1,000,000 MSOP lodged with Deutsche Regis Partner's Inc. last March 8, 2012 and November 9, 2012 respectively. It also includes 785,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.

- 11. Other Events  
  
Please see attached 2012 Audited Financial Statements (Parent and Consolidated).


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



**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

# 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)

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

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

Contact Person

Company Telephone Number

1 2 3 1

Month Day Year  
Fiscal Year

17-C  
Press Release  
FORMTYPE

0 6 A N Y

Month Day Year  
Annual Meeting

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  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Press Release

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

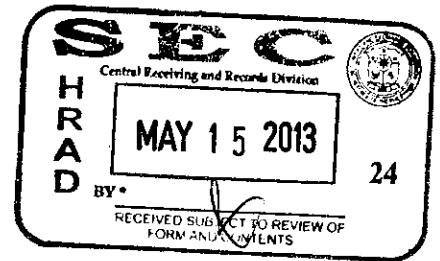
\_\_\_\_\_  
Central Receiving Unit

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

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



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 15, 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,046,195,554
Treasury Shares: Common	16,447,340

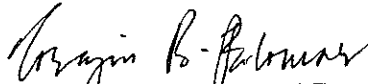
*Note: Total outstanding common shares inclusive of 215,540 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIS\_T\_2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner's Inc. on November 9, 2012. It also includes 785,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIS\_T\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

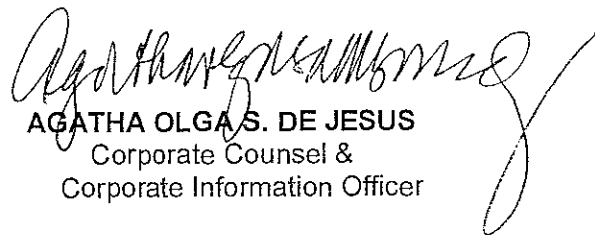
11. Other Events  
  
Please see attached press release.

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

  
**CORAZON B. PALOMAR**  
Director – Investor Relations

  
**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

## THE JOLLIBEE GROUP OF COMPANIES

### JFC Q1 2013 Net Income Rises by 33%

**Metro Manila, Philippines, May 15, 2013 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the Quarter ended March 31, 2013**

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the quarter ended March 31, 2013:

Financial Summary	YTD March		
	2013	2012	% Change
System Wide Retail Sales	23,837	21,554	10.6%
Revenues	18,155	16,486	10.1%
Net Operating Income	1,176	885	32.9%
Net Income	881	682	29.0%
Net Income Attributable to Equity Holders of the Parent Company	895	672	33.0%
Earnings Per Common Share - Basic	0.854	0.649	31.6%
Earnings Per Common Share - Diluted	0.851	0.645	31.9%

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

Jollibee Foods Corporation (JFC), the country's largest food service company posted a net income (attributable to equity holders of the parent) of Php 894.7 million in the first quarter of 2013, rising by 33.0% versus the net income in the first quarter of 2012. Strong same store sales growth and improvement in operating margin drove the significant increase in profit. Operating income amounted to Php1,176.2 million, an increase of 32.9% over the same period last year. As a percent of revenues, operating income improved by 1.1% points, from 5.4% in the first quarter of 2012 to 6.5% in the first quarter of 2013. Earnings per share increased by 31.6% to Php0.854.

System Wide Sales, a measure of all sales to consumers, both from company-owned and franchised stores grew by 10.6% in the first quarter compared to the same period in 2012. The Philippine business grew by 9.7%, China by 18.9%, Southeast Asia and the Middle East by 22.9% while the United States declined slightly by -0.7%. Foreign business sales grew by 14.5%.

Mr. Tony Tan Caktiong, JFC Chief Executive Officer commented that new product introductions, existing product improvement and very good product value perception by consumers have been driving same store sales growth across brands in the Philippines and in other countries.

"In the Philippines, practically all same store sales growth came from increased volume from higher consumer visits. The stable commodity prices and low inflation rates allowed us to avoid price increases while continuously improving our product menu, taste and quality. The healthy growth of the economy and the election spending also contributed to our strong sales performance," he stated.

*CRP  
5/15/13*

Same store sales growth pertains to restaurants that were already open at least a year ago. It excludes sales growth from new store opening.

JFC Chief Financial Officer Mr. Ysmael V. Baysa disclosed that higher restaurant operating profit margins across businesses around the world drove operating income to a 32.9% growth. Gross profit margins increased from 16.2% in 2012 to 18.1% in 2013. The most significant profit improvement came from the Philippines and China.

Mr. Baysa also disclosed that JFC's capital expenditure budget for 2013 amounts to Php 5.5 billion, 73% of which is for investments in new stores and in renovations of existing stores. "Our planned network expansion in 2013, along with strong same store sales performance should enable us to achieve healthy sales growth both in the Philippines and abroad for the balance of the year," he stated.

The JFC Group operates the Philippines' largest restaurant network. As of March 31, 2013, it was operating a total of 2,090 stores in the country: Jollibee brand 783, Chowking 389, Greenwich 197, Red Ribbon 228, Mang Inasal 464 and Burger King 29. Abroad, it was operating 562 stores: Yonghe King (China) 306, Hong Zhuang Yuan (China) 46, Jollibee 94 (US 26, Vietnam 40, Brunei 13, Jeddah 9, Qatar 3, HongKong, Kuwait and Singapore 1 each), Red Ribbon in the US 31, Chowking 43 (US 19, Dubai 19, Indonesia 1, Qatar 3 and Oman 1), Chow Fun (US) 3. San Pin Wang, JFC's new acquisition in China added 39 stores for a total of 2,652 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 71, Pho 24 (Vietnam, Indonesia, Philippines, Japan) 65, and 12 Sabu (China) 3.

\*\*\*\*\*

CBP  
5/15/13



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

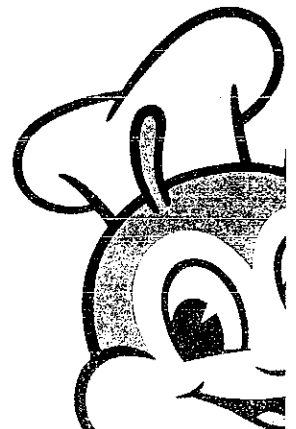
\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

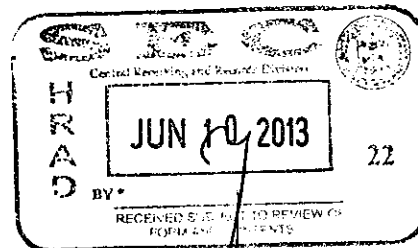
\_\_\_\_\_  
File Number

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



**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 **June 10, 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office

**1600**  
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 outstanding
Common	<u>1,046,515,304</u>
Treasury Shares: Common	<u>16,447,340</u>

*Note: Total outstanding common shares inclusive of 512,290 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLST\_2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner's Inc. on November 9, 2012. It also includes 785,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

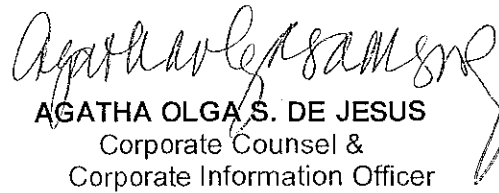
11. Other Events

Mr. Felipe B. Alfonso, an independent director of the Corporation, passed away on April 5, 2013.

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

  
**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer





June 10, 2013

**Securities and Exchange Commission**  
SEC Building, EDSA, Greenhills,  
Mandaluyong City, Metro Manila

**Attention:** **Acting Director Justina F. Callangan**  
*Corporate Finance Department*

Dear Acting Director Callangan:

We refer to your letter of May 21, 2013, a copy of which was received on June 5, 2013, directing the Company to submit SEC Form 17-C and to show cause why it should not be held liable for violation of SRC Rule 17.1(A)(iii).

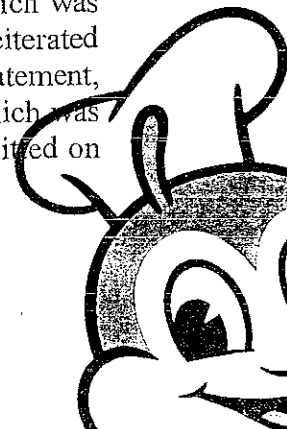
Rule 17.1(A)(iii) of the Securities Regulation Code ("SRC") requires an issuer to file with the Securities and Exchange Commission (the "Commission"):

[A] current report on SEC Form 17-C, as necessary, to make a full, fair and accurate disclosure to the public of every material fact or event that occurs, which would reasonably be expected to affect investors' decisions in relation to those securities. xxx (Underscoring supplied)

The disclosure shall be made by the issuer to the Commission:

...within five (5) days after the occurrence of the event being reported, unless substantially similar information as that required by Form 17-C has been previously submitted to the Commission by the registrant.  
[Rule 17.1(A)(iii)(2)(c)]

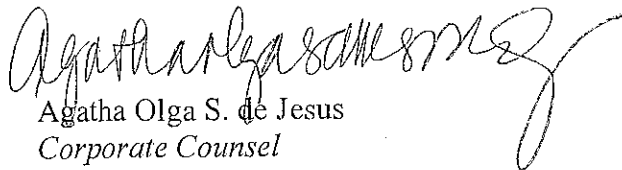
We believe that the demise of our independent director, Mr. Felipe B. Alfonso, is not reasonably expected to affect investors' decisions with regard to the Corporation's shares, hence we did not disclose the same under 17.1(A)(iii) within 5 days from his death. We have, however, disclosed this information in the Company's Annual Report, which was submitted to the Honorable Commission on April 15, 2013. This disclosure was reiterated in the Company's subsequent filings, namely the Preliminary Information Statement, which was submitted on May 20, 2013, the Definitive Information Statement which was submitted on May 28, 2013, and the Amended Annual Report, which was submitted on June 5, 2013.



That said, we now respectfully submit the attached Form 17-C formally disclosing Mr. Alfonso's death for purposes of compliance with the Commission's letter.

We trust that we have sufficiently complied with your directive. We thank you in advance for your kind consideration.

Very truly yours,



Agatha Olga S. de Jesus  
*Corporate Counsel*



107012013004232



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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 : Reiner S.J. Antonio  
Receiving Branch : SEC Head Office  
Receipt Date and Time : July 01, 2013 03:28:47 PM  
Received From : Head Office

### Company Representative

---

Doc Source

### Company Information

---

SEC Registration No. 0000077487  
Company Name JOLLIBEE FOODS CORP.  
Industry Classification Miscellaneous Business Activities  
Company Type Stock Corporation

### Document Information

---

Document ID 107012013004232  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered June 28, 2013  
No. of Days Late 0  
Department CFD  
Remarks

# 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)

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

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

Contact Person

Company Telephone Number

1 2 3 1

Month Day Year  
Fiscal Year

SEC Form 17-C

0 6 A N Y

Month Day Year  
Annual Meeting

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  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C

Election of Directors and Officers for Year 2013:  
Appointment of Committee Members

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

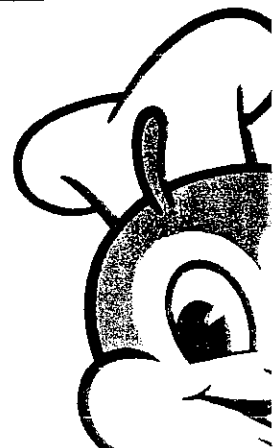
\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



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                   **28 June 2013**
  
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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>1,019,827,518</b>
<b>Treasury Shares</b>	<b>16,447,340</b>

11. Item 9. Other Events

a. During the Annual Stockholders' Meeting of the Company, the stockholders elected the following as the Company's Directors for the year 2013:

Tony Tan Caktiong  
Ernesto Tanmantiong  
William Tan Untiong  
Joseph C. Tanbuntiong  
Ang Cho Sit  
Antonio Chua Poe Eng  
Ret. Chief Justice Artemio Panganiban  
Monico Jacob (Independent Director)  
Cezar P. Consing (Independent Director)

b. At the organizational meeting that immediately followed the stockholders meeting, the following are elected as officers of the Company:

Tony Tan Caktiong, *as President and Chief Executive Officer*,  
Ernesto Tanmantiong, *as Treasurer and Chief Operating Officer*, and  
William Tan Untiong, *as Corporate Secretary*.

c. The following were also appointed as members of the Board Committees:

EXECUTIVE COMMITTEE

Tony Tan Caktiong  
Ernesto Tanmantiong  
William Tan Untiong  
Joseph C. Tanbuntiong  
Ret. Chief Justice Artemio Panganiban

NOMINATION COMMITTEE

Ret. Chief Justice Artemio Panganiban – Head  
Ernesto Tanmantiong – Member  
Ang Cho Sit – Member  
Monico C. Jacob - Member

COMPENSATION COMMITTEE

Tony Tan Caktiong – Head  
Ret. Chief Justice Artemio Panganiban – Member  
Joseph C. Tanbuntiong – Member  
Cezar P. Consing - Member

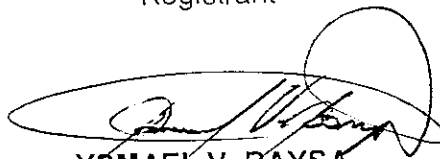
AUDIT COMMITTEE

Monico Jacob – Head  
Cezar P. Consing – Member  
Antonio Chua Poe Eng – Member  
William Tan Untiong - Member


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*



**AGATHA OLGA S. DE JESUS**  
*Corporate Legal Counsel and  
Corporate Information Officer*





107102013004624



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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** : Marites S. Guevarra  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : July 10, 2013 04:25:02 PM  
**Received From** : Head Office

### Company Representative

---

Doc Source

### Company Information

---

**SEC Registration No.** 0000077487  
**Company Name** JOLLIBEE FOODS CORP.  
**Industry Classification** Miscellaneous Business Activities  
**Company Type** Stock Corporation

### Document Information

---

**Document ID** 107102013004624  
**Document Type** 17-C (FORM 11-C:CURRENT DISCL/RPT)  
**Document Code** 17-C  
**Period Covered** July 09, 2013  
**No. of Days Late** 0  
**Department** CFD  
**Remarks**



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C

Top 100 Stockholders  
As of June 30, 2013

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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



**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            9 July 2013
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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>	<u><b>1,047,406,356</b></u>
<b>Treasury</b>	<u><b>16,447,340</b></u>

*Note: Total outstanding common shares inclusive of 48,466 shares subject for listing. These represent shares purchased by employee/s in connection with JFC's Management Stock Option Plan (MSOP). It also includes 942,876 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIS2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner's Inc. on November 9, 2012, and 855,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLISC2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

11. Other Events

Please see attached list of Top 100 Stockholders as of June 30, 2013

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

  
AGATHA OLGA DE JESUS  
Corporate Counsel & CIO

# 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)

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

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

Contact Person

Company Telephone Number

Contact Person

Company Telephone Number

17-C

Press Release

1 2 3 1

Month Day Year

Fiscal Year

0 6 A N Y

Month Day Year

Annual Meeting

Secondary License Type, If Applicable

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Dept. Requiring this Doc.

Amended Articles Number/Section

Amended Articles Number/Section

Total no. of Stockholders

Total no. of Stockholders

Total Amount of Borrowings

Domestic

Domestic

Foreign

Foreign

To be accomplished by SEC Personnel concerned

File Number

File Number

LCU

LCU

Document I.D.

Document I.D.

Cashier

Cashier

STAMPS

STAMPS

Remarks = please use black ink for scanning purposes



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Press Release  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

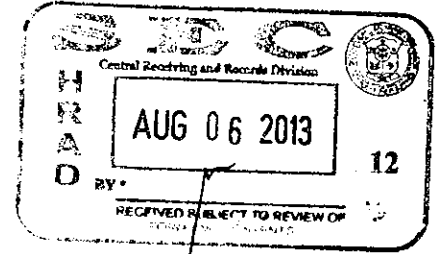
\_\_\_\_\_  
File Number

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



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 **August 6, 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,048,494,291
Treasury Shares: Common	16,447,340

*Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with JFC's Management Stock Option Plan (MSOP). It also includes 264,679 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLIS2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner's Inc. on April 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIS2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

11. Other Events  
  
Please see attached press release.

## THE JOLLIBEE GROUP OF COMPANIES

### JFC SUSTAINS STRONG PROFIT GROWTH

**Metro Manila, Philippines, August 6, 2013 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the Quarter ended June 30, 2013**

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the quarter ended June 30, 2013:

Financial Summary	Quarter 2 Ended June 30			Year-to-date Ended June 30		
	2013	2012	% Change	2013	2012	% Change
System Wide Retail Sales	26,067	22,949	13.6%	49,903	44,502	12.1%
Revenues	19,913	17,690	12.6%	38,068	34,176	11.4%
Net Operating Income	1,550	1,066	45.4%	2,726	1,951	39.8%
Net Income	1,220	937	30.1%	2,101	1,620	29.7%
Net Income Attributable to Equity						
Holders of the Parent Company	1,211	915	32.4%	2,106	1,587	32.7%
Earnings Per Common Share - Basic	1.155	0.879	31.4%	2.009	1.529	31.4%
Earnings Per Common Share - Diluted	1.150	0.875	31.4%	1.992	1.516	31.4%

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

Jollibee Foods Corporation (JFC), the country's largest food service company posted a net income (attributable to equity holders of the parent) of Php1.2 billion in the second quarter of 2013, rising by 32.4% versus the net income in the second quarter of 2012. Operating income increased by 45.4% to Php1.6 billion while operating income margin improved by 1.8% points, from 6.0% in the second quarter of 2012 to 7.8% in the second quarter of 2013. Basic earnings per share increased by 31.4% to Php1.155.

System Wide Sales, a measure of all sales to consumers, both from company-owned and franchised stores grew by 13.6% in the second quarter compared to the same period in 2012. Of this growth rate, global store network expansion accounted for 5% while worldwide same store sales growth contributed 9%, mostly from higher volume of purchases by customers. Same store sales growth pertains to restaurant outlets that were at least 15 months old.

The Philippine business reported a 12.6% growth in system-wide sales while the foreign business increased by 17.5% with China growing by 18.3%, Southeast Asia and the Middle East by 34.8% and the US by 6.3%.

JFC Chairman and Chief Executive Officer Mr. Tony Tan Caktiong stated that JFC's healthy performance took place across the board --- in practically all brands in all countries. "Our new products, improvement of existing products and consistency of our service quality while maintaining stable prices have increased the value of our products and services to our customers. These drove strong same store sales growth in all our brands in the Philippines. Abroad, Yonghe King, our flagship brand in China has been getting stronger even in a challenging business environment. Our businesses in Southeast Asia, the United States and the Middle East continued to grow robustly. We look forward to creating even better products, better quality of services with even greater value to our customers in the future, to be made possible by an even stronger organization," Mr. Tan stated.

*[Handwritten Signature]*  
8/2/13



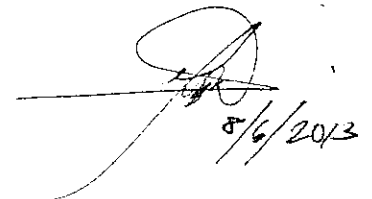
Jollibee Foods Corporation Chief Financial Officer Mr. Ysmael V. Baysa disclosed that Gross Profit Margins in the 2nd quarter improved by 1.9% points versus the amount in the same period last year as sales continued to be strong while cost of raw materials remained stable. More importantly, store operating expenses as percentages of sales improved significantly as same store sales rose strongly while expenses were effectively controlled. JFC's profit before income tax margin improved significantly from 6.3% of revenues in the second quarter of 2012 to 8.1% of revenues in the same period in 2013; and for the first six months of the year, from 5.9% of revenues in 2012 to 7.4% of revenues in 2013. JFC's annualized Return on Equity reached 19.2% in the second quarter of 2013, up from 15.8% in the same period last year.

JFC declared a special cash dividend amounting to Php2.00 per share to be paid in October 2013. This is double the special cash dividend paid in 2012. "The significant increase in our cash dividends reflects the healthy cash flows of the business," Mr. Baysa stated. "Along with our higher cash dividends in 2013, we are planning to make one of our largest annual capital investments in 2013. We have allotted Php5.5 billion of capital expenditures for 2013, mostly for investments in new stores and in renovations and upgrade of existing stores. We look forward to a higher pace of new store opening in the second half of the year." Earlier in April 2013, JFC declared Php0.65 per share regular cash dividend.

The JFC Group operates the Philippines' largest restaurant network. As of June 30, 2013, it was operating a total of 2,102 stores in the country: Jollibee brand 791, Chowking 388, Greenwich 198, Red Ribbon 234, Mang Inasal 461 and Burger King 30. Abroad, it was operating 569 stores: Yonghe King (China) 309, Hong Zhuang Yuan (China) 44, San Pin Wang (China) 41, Jollibee 98 (US 28, Vietnam 41, Brunei 13, Jeddah 9, Qatar 3, Kuwait 2, HongKong and Singapore 1 each), Red Ribbon in the US 30, Chowking 44 (US 20, Dubai 19, Qatar 4 and Oman 1), Chow Fun (US) 3. The JFC Group has a total of 2,671 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 75, Pho 24 (Vietnam, Indonesia, Philippines, Japan) 60, and 12 Sabu (China) 3.

\*\*\*\*\*



Handwritten signature and date: 8/6/2013

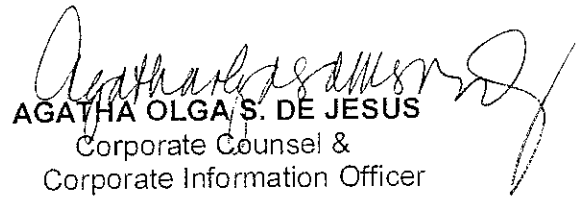
SIGNATURE

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



**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

# 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)

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

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

Contact Person

Company Telephone Number

1 2 3 1

Month Day Year

Fiscal Year

17-C

0 6 A N Y

Month Day Year

Annual Meeting

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Amended Articles Number/Section

Amended Articles Number/Section

Total no. of Stockholders

Total no. of Stockholders

Total Amount of Borrowings

Domestic

Domestic

Foreign

Foreign

To be accomplished by SEC Personnel concerned

File Number

File Number

LCU

LCU

Document I.D.

Document I.D.

Cashier

Cashier

STAMPS

STAMPS

Remarks = please use black ink for scanning purposes



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

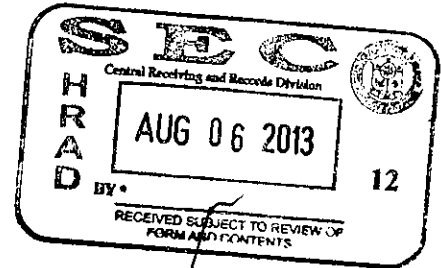
\_\_\_\_\_  
File Number

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



**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 **August 6, 2013**
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 JDLLIBEE PLAZA BUILDING, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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
110. Securities registered pursuant to Sections 4 and 8 of the RSA



Title of each Class	Number of shares of Common stock outstanding
Common	1,048,494,291
Treasury Shares: Common	16,447,340

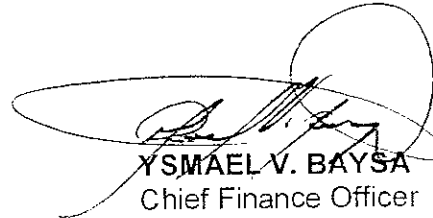
*Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with JFC's Management Stock Option Plan (MSOP). It also includes 264,679 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLST\_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner's Inc. on April 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

11. Item 9. Other Events  
  
Please see attached.

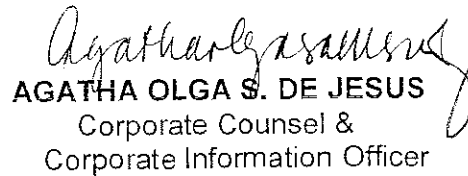
SIGNATURE

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



**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

## THE JOLLIBEE GROUP OF COMPANIES JFC to Appoint New CEO

**Metro Manila, Philippines, August 6, 2013 – *Jollibee Foods Corporation* (PSE: JFC) – Organizational Announcement**

Jollibee Foods Corporation disclosed today that its Board of Directors approved the appointment of Mr. Ernesto Tanmantiong as President and Chief Executive Officer of Jollibee Foods Corporation effective July 1, 2014. Mr. Tony Tan Caktiong, currently Chairman of the Board of Directors and Chief Executive Officer and President of Jollibee Foods Corporation, will remain as Chairman of the Board. The appointment of Mr. Tanmantiong as CEO is part of the company's succession plan for the organization as it builds a stronger and larger business for the future.

Mr. Ernesto Tanmantiong, 55, joined JFC in 1978 as a Store Manager. He rose to become an Area Manager, moving up to Assistant Operations Manager, and then Operations Manager. In 1986, he was Vice-President for Operations while serving concurrently as Executive Vice-President. In November 2006, he was appointed as President of the Jollibee Business Unit, making him responsible for the overall management and growth of the Jollibee brand both locally and overseas. In January 2012, he was appointed Chief Operating Officer of JFC Philippines. In this capacity, he became in charge of the profitability and growth of JFC's 6 local brands, namely: Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal and Burger King and the Global Filipino markets in the following countries: the Middle East, USA, Brunei, Singapore and Hong Kong. In addition, he has been responsible for the JFC Corporate Services Group which includes: Supply Chain, Purchasing, Engineering, Quality Management, Information Management, and Accounting and Employee Shared Services.

As President of the Jollibee Business Unit, Mr. Tanmantiong has been able to sustain Jollibee brand's dominant leadership in the fast food industry in the Philippines and has accelerated its expansion abroad. From 566 stores in the Philippines with system wide sales of 25 Billion Pesos in 2006, the Jollibee brand has grown to 780 stores with system wide sales of 45 Billion Pesos in 2012 and from 26 Jollibee stores in 6 foreign countries in 2006 to 92 stores in 7 countries in 2012. As Chief Operating Officer of JFC Philippines since January 2012, he has led in further strengthening JFC's various brands in the country and in significantly improving their profitability and profit contribution to the JFC Group. He has also been able to increase the organization capability of JFC's Corporate Services Group in supporting the expansion of the businesses in the Philippines and abroad.

Mr. Tanmantiong graduated from the Ateneo De Manila University with a degree of Bachelor of Science in Business Management (1979). He also attended the Advanced Management Program at the Harvard Business School at Boston, Massachusetts (2013).

Mr. Tony Tan Caktiong, currently Chairman of the Board and President and Chief Executive Officer of Jollibee Foods Corporation gave the following statement: "We have been preparing Ernesto for assuming greater responsibilities. His performance has clearly demonstrated that he is ready to lead the Jollibee Group as its new CEO. He is the right person to lead our organization in building an even stronger, larger and more successful business in the future here in the Philippines and abroad. We are making the announcement one year early as part of our change management in the organization." Mr. Ernesto Tanmantiong is a brother of Mr. Tony Tan Caktiong.

While stepping down as CEO, Mr. Tan Caktiong, 60, will continue to provide direction and guidance as Chairman of the Board of JFC, and will remain active in exploring new ventures and partnerships, as well as in product research and development for the Jollibee Group of Companies.

Mr. Tony Tan Caktiong created the Jollibee brand in 1978, starting with only two ice cream parlors. He has since then, built Jollibee Foods Corporation into a multi-brand restaurant company with dominant market share leadership in the Philippines and rapidly growing businesses in 11 foreign countries in Asia, North America and the Middle East. JFC, under Mr. Tan Caktiong's leadership, has grown very consistently and profitably in 35 years and is now one of the largest Asian food service companies and one of the most highly valued publicly listed restaurant companies in the world.

\*\*\*\*\*

A handwritten signature in black ink, appearing to be 'J. Tan Caktiong', located in the bottom right corner of the page.







COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Cash Dividend Declaration  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

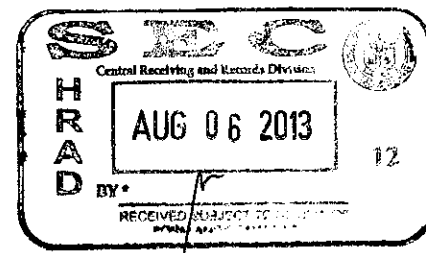
\_\_\_\_\_  
File Number

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



**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 **6 August 2013**
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,048,494,291
Treasury Shares: Common	16,447,340

*Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with JFC's Management Stock Option Plan (MSOP). It also includes 264,679 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLIST\_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner's Inc. on April 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

11. Other Events  
  
The Board of Directors of Jollibee Foods Corporation (JFC) approved in its meeting held on August 6, 2013 the declaration of a special cash dividend of Php2.00 per share for stockholders of record as of September 19, 2013. This is double the special cash dividend of Php1.00 per share declared in 2012. The Php2.00 special cash dividend is payable on October 14, 2013.

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**  
Vice President – Corporate Finance  
and Chief Finance Officer



**AGATHA OLGA DE JESUS**  
Corporate Counsel & CIO

SECRETARY'S CERTIFICATE

I, VALERIE FERIA AMANTE, Filipino, of legal age and with office address at the 10<sup>th</sup> Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the appointed Assistant Corporate Secretary of JOLLIBEE FOODS CORPORATION (the "Corporation"), a corporation duly organized and existing under Philippine law, with business address at the 10<sup>th</sup> Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, hereby certify on behalf of the Corporation that:

1. The following is a true and correct copy of the resolutions adopted and approved by the Board of Directors of the Corporation on August 6, 2013:

RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2007-2008, a special cash dividend of P2.00 per common share, due to all stockholders of record as of September 19, 2013 (ex-dividend date of September 16, 2013) and payable on October 14, 2013.

- 2. The above-mentioned resolutions have not been amended, modified or rescinded, and are in full force and effect as of the date hereof.
- 3. The foregoing statements are true and correct and in accordance with the records of the Corporation.

IN WITNESS WHEREOF, I have hereunto set my hand this August 6, 2013 at Pasig City.



VALERIE FERIA AMANTE  
Assistant Corporate Secretary

REPUBLIC OF THE PHILIPPINES )  
CITY OF PASIG ) S.S.


BEFORE ME, a Notary Public in and for the city named above, personally appeared:

<u>Name</u>	<u>Valid ID</u>	<u>Date/Place of Issue</u>
Valerie Feria Amante	SSS ID 07-1769247-1	

who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took an oath before me as to such instrument.

Witness my hand and seal this August 6, 2013

Doc. No. 107 ;  
Page No. 23 ;  
Book No. 4 ;  
Series of 2013.

  
**ATTY. AGATHA OLGA S. DE JESUS**  
 NOTARY PUBLIC  
 Until December 31, 2013  
 PTR No. 0410630 / Pasig City / January 2, 2013  
 IBP No. 914622 / RSM Chapter / January 3, 2013  
 Roll No. 50929  
 MCLB No. IV - 0084625 / Feb. 24, 2012



108142013002789



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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** : Catherine E. Galiza  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : August 14, 2013 02:36:02 PM  
**Received From** : Head Office

Company Representative

---

Doc Source

Company Information

---

**SEC Registration No.** 0000077487  
**Company Name** JOLLIBEE FOODS CORP.  
**Industry Classification** Miscellaneous Business Activities  
**Company Type** Stock Corporation

**Document Information**

---

**Document ID** 108142013002789  
**Document Type** 17-C (FORM 11-C:CURRENT DISCL/RPT)  
**Document Code** 17-C  
**Period Covered** August 13, 2013  
**No. of Days Late** 0  
**Department** CFD  
**Remarks**

# 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)

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

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

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Company Telephone Number

1 2 3 1

Month Day Year

Fiscal Year

17-C

Settlement of Penalty

0 6 A N Y

Month Day Year

Annual Meeting

\_\_\_\_\_

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**  
**Emerald Avenue, Pasig City**  
(Company's Address)

**(632) 634-1111**  
Telephone Number

**December 31**  
(Fiscal Year Ending)

**Any day in the month of June**  
(Annual Meeting)

**SEC Form 17-C**

**Settlement of Penalty**

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

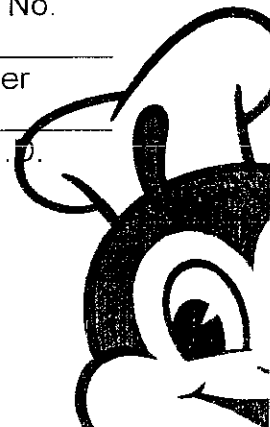
\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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





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: **August 13, 2013**
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, EMERALD AVENUE, PASIG CITY**  
 Address of registrant's principal office  
  
**1600**  
 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 outstanding
Common	<u>1,048,499,671</u>
Treasury Shares: Common	<u>16,447,340</u>

*Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with JFC's Management Stock Option Plan (MSOP). It also includes 270,059 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLIST\_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner's Inc. on April 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*


11. Other Events

**The Company settled the fine of PhP64,000.00 imposed by the Securities and Exchange Commission due to its delayed submission of the 17-C on the demise of Mr. Felipe B. Alfonso.**

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

  
**AGATHA OLGA S. DE JESUS**  
Corporate Legal Counsel &  
Corporate Information Officer



108302013002646



# SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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 : Marites S. Guevarra  
Receiving Branch : SEC Head Office  
Receipt Date and Time : August 30, 2013 04:58:20 PM  
Received From : Head Office

## Company Representative

---

Doc Source

## Company Information

---

SEC Registration No. 0000077487  
Company Name JOLLIBEE FOODS CORP.  
Industry Classification Miscellaneous Business Activities  
Company Type Stock Corporation

## Document Information

---

Document ID 108302013002646  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered August 30, 2013  
No. of Days Late 0  
Department CFD  
Remarks

# 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)

J O L L I B E E P L A Z A

F. O R T I G A S J R . A V E N U E

O R T I G A S , P A S I G C I T Y

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

Contact Person

Company Telephone Number

1 2 3 1

Month Day Year

Fiscal Year

17-C

0 6 A N Y

Month Day Year

Annual Meeting

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  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Retirement of a Corporate Officer

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



**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 **August 30, 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,048,567,860
Treasury Shares: Common	16,447,340

*Note: Total outstanding common shares inclusive of 338,248 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLIST\_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner's Inc. on April 2, 2013. It also includes 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*


11. Other Events

Jollibee Foods Corporation announced today that John Victor Tence, Vice President for Corporate Human Resources, is retiring effective on close of business hours of August 31, 2013. Mr. Tence has been with JFC since 2003 and has been instrumental in building the current management team of JFC. There is, as yet, no replacement for Mr. Tence.

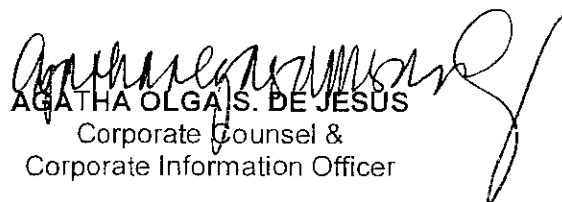
SIGNATURE

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



AGATHA OLGA S. DE JESUS  
Corporate Counsel &  
Corporate Information Officer





110092013000869



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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** : Catherine E. Galiza  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : October 09, 2013 09:42:36 AM  
**Received From** : Head Office

### Company Representative

---

Doc Source

### Company Information

---

**SEC Registration No.** 0000077487  
**Company Name** JOLLIBEE FOODS CORP.  
**Industry Classification** Miscellaneous Business Activities  
**Company Type** Stock Corporation

### Document Information

---

**Document ID** 110092013000869  
**Document Type** 17-C (FORM 11-C:CURRENT DISCL/RPT)  
**Document Code** 17-C  
**Period Covered** October 09, 2013  
**No. of Days Late** 0  
**Department** CFD  
**Remarks**

# 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)

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

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

Contact Person

Company Telephone Number

1 2 3 1

Month Day Year  
Fiscal Year

17-C

TOP 100 Stockholders

0 6 A N Y

Month Day Year  
Annual Meeting

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



JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City

(Company's Address)

(632) 634-1111

Telephone Number

December 31

(Fiscal Year Ending)

Any day in the month of June

(Annual Meeting)

SEC 17-C

Top 100 Stockholders  
as of September 30, 2013

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



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 **9 October 2013**
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,050,000,060
Treasury Shares: Common	16,447,340

*Note: Total outstanding common shares inclusive of 5,666 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP) respectively. It also includes 534,425 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST\_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner's Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

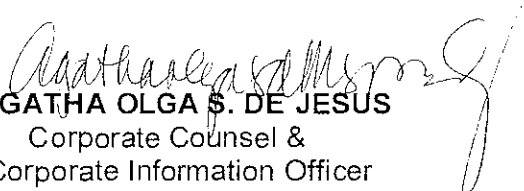
11. Other Events

Please see attached list of Top 100 Stockholders as of September 30, 2013.

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

  
**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer



110102013002991



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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 : Marites S. Guevarra  
Receiving Branch : SEC Head Office  
Receipt Date and Time : October 10, 2013 01:50:31 PM  
Received From : Head Office

Company Representative

---

Doc Source

Company Information

---

SEC Registration No. 0000077487  
Company Name JOLLIBEE FOODS CORP.  
Industry Classification Miscellaneous Business Activities  
Company Type Stock Corporation

### Document Information

---

Document ID 110102013002991  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered October 10, 2013  
No. of Days Late 0  
Department CFD  
Remarks

# 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)

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

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

Contact Person

Company Telephone Number

1 2 3 1

Month Day Year  
Fiscal Year

## Public Ownership Report

0 6 A N Y

Month Day Year  
Annual Meeting

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  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

Public Ownership Report  
as of September 30, 2013

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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





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           **10 October 2013**
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
Common	1,050,000,060
Treasury Shares: Common	16,447,340

*Note: Total outstanding common shares inclusive of 5,666 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP) respectively. It also includes 534,425 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST\_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner's Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

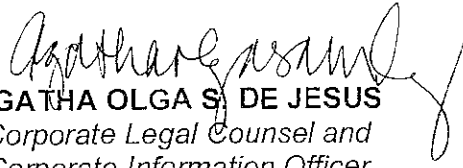
11. Other Events

Attached is a copy of the Computation of Public Ownership Report as of September 30, 2013.

**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

  
**AGATHA OLGA S. DE JESUS**  
*Corporate Legal Counsel and  
Corporate Information Officer*

**JOLLIBEE FOODS CORPORATION**  
**Computation of Public Ownership as of September 30, 2013**

Number of Issued Shares (if any)	1,066,418,444
Less: Number of Treasury Shares (if any)	(16,447,340)
<hr/>	
Number of Outstanding Shares	1,049,971,104 <i>ok</i>
Less:	(A)

	% to Total Outstanding Shares	Number of Shares/ Total Shares net of Treasury		
<b>Directors:</b>				
Tony Tan Caktiong				
Direct	0.79%	8,254,565		
Indirect (thru PCD)	0.26%	2,696,320		
Ernesto Tanmantiong				
Direct	0.43%	4,478,951		
Indirect (thru PCD)	0.04%	457,019		
William Tan Untiong				
Direct	0.66%	6,937,054		
Indirect (thru PCD)	0.03%	279,667		
Ang Cho Sit				
Direct	0.00%	11		
Indirect (thru PCD)	0.00%			
Antonio Chua Poe Eng				
Direct	0.00%	1		
Indirect (thru PCD)	0.00%			
Monico Jacob				
Direct	0.00%	100		
Indirect (thru PCD)	0.00%			
Cezar Consing				
Direct	0.00%	1		
Indirect (thru PCD)	0.00%			
Artemio Panganiban				
Direct	0.00%	1		
Indirect (thru PCD)	0.00%		23,103,690	<i>ok</i>
<b>Officers:</b>				
Tony Tan Caktiong - President				
Ernesto Tanmantiong - Treasurer				
William Tan Untiong - Corporate Secretary				
<b>Principal Stockholders:</b>				
Hyper Dynamic	26.02%	273,218,750		
Direct				
Indirect (thru PCD)				
Honeysea Corporation				
Direct	12.17%	127,743,747		
Indirect (thru PCD)			400,962,497	<i>ok</i>
<b>Affiliates:</b>				
Winall Holding Corporation				
Direct	5.16%	54,140,736		
Indirect (thru PCD)	0.00%			
Honeyworth Corporation				
Direct	3.88%	40,787,128		
Indirect (thru PCD)	0.03%	293,245		
Kingsworth Corporation				
Direct	2.78%	29,168,935		
Indirect (thru PCD)	0.00%			
Centregold Corporation				
Direct	2.61%	27,430,964		
Indirect (thru PCD)	0.00%			
A-Star Holding Corporation				
Direct	1.61%	16,920,393		
Indirect (thru PCD)	0.00%			
Venice Corporation				
Direct	1.80%	18,920,382		
Indirect (thru PCD)	0.00%			
Longshore Corporation				
Direct	0.79%	8,260,184		
Indirect (thru PCD)	0.00%		195,921,967	<i>ok</i>
<b>Others:</b>				
Government				
Banks				
Employees	0.00%			
Jollibee Retirement Fund	0.02%	172,610		
Jollibee Stock Incentive Plan - MSOP	0.00%			

Jollibee Stock Incentive Plan - ELTIP	0.00%	172,610	ok
Lock-Up Shares			
<b>TOTAL</b>	<b>59.06%</b>	<b>620,160,764</b>	<b>ok</b>
<b>TOTAL NUMBER OF SHARES PUBLIC</b>	<b>40.94%</b>	<b>429,810,340</b>	<b>ok</b>

\*Note: We modified the Issued and Outstanding shares to agree with the balance per books (excluding subscribed shares) as confirmed with SGV.

**COMPTRROLLERSHIP NOTE/S:**

1. The above details were obtained from JFC's Stock Transfer Office (RCBC) through JFC's Investor Relations.
2. Schedule submitted by M' Rich Quinio of Investor Relations per email dated July 5, 2013.

ok Footing/calculation checked, in order.

(A) With noted variances in the Number of shares as follows:

Balance per Schedule from Investor Relations	1,049,971,104
Per RCBC Confirmation/Letter	1,051,730,871
<b>Difference:</b>	<b>(1,759,767) (B)</b>

(B) Difference solely due to shares for MSOP and ELTIP already considered by RCBC but not yet considered as issued shares by Investor Relations to conform with SGV's comments in prior years' Audit. Details follow:

MSOP	488,865.00
ELTIP	1,270,902.00
<b>Total</b>	<b>1,759,767</b>
	check 0

JOLLIBEE FOODS CORPORATION  
PUBLIC OWNERSHIP PERCENTAGE  
Total Number of Shares Owned by the Public  
Total Issued and Outstanding Shares

Total number of shares public	429,810,340		
Total shares (net of Treasury Shares)	1,049,971,104	=	40.94% <i>ok</i>
<u>Required Public Ownership %</u>		=	<u>10.00%</u>

COMPLIANCE CHECK - PUBLIC OWNERSHIP	√	
	Complied	Not Complied

Number of Issued and Outstanding Shares	1,066,418,444 (B)
Number of Treasury Shares	(16,447,340) (A)
<u>Number of Listed Shares</u>	<u>1,049,971,104 (B)</u>

Number of Foreign-Owned Shares	313,889,424
<u>Foreign Ownership Level (%)</u>	<u>29.90%</u>

<u>Foreign Ownership Limit (%)</u>	<u>40.00%</u>
------------------------------------	---------------

COMPLIANCE CHECK - FOREIGN OWNERSHIP	√	
	Complied	Not Complied

<b>Number of Foreign-Owned Shares:</b>		
French	900	0.00%
Other Alien	313,201,241	29.83%
Singaporean	18,000	0.00%
British	1,250	0.00%
American	666,033	0.06%
Chinese	2,000	0.00%
<u>Total</u>	<u>313,889,424</u>	<u>29.90%</u>

0

<u>Number of Stockholders</u>	<u>3,254 (A)</u>
-------------------------------	------------------

<u>Number of Shareholders Owning at least 1 Board Lot each</u>	<u>3,220 (A)</u>
--	------------------

**COMPTROLLERSHIP NOTE/S:**

1. The above details were obtained from JFC's Stock Transfer Office (RCBC) through JFC's Investor Relations.
  2. Schedule submitted by M' Rich Quinio of Investor Relations per email dated July 5, 2013.
- ok* Footing/calculation checked, in order.
- (A) Tie-up with Confirmation from RCBC, Stock Transfer Agent, dated October 1, 2013

(B) Noted variances as follows:  
Issued and Outstanding Shares:

Per Investor Relation's Report	1,066,418,444	
Per 2Q 2013 Conso Worksheet	1,068,427,741	<i>(Based on IR's Share Monitoring Report)</i>
<b>Difference</b>	<b>(2,009,297)</b>	<i>Represents long-oustanding Subscriptions Receivable</i>

**Issued and Outstanding Shares - Net of Treasury Shares:**

Per Investor Relation's Report	1,049,971,104	
Per RCBC Confirmation Letter	1,051,730,871	
<b>Difference</b>	<b>(1,759,767)</b>	<b>(C)</b>

(C) Difference solely due to shares for MSOP and ELTIP already considered by RCBC but not yet considered as issued shares by Investor Relations to conform with SGV's commnets in prior years' Audit. Details follow:

MSOP	488,865.00	
ELTIP	1,270,902.00	
<b>Total</b>	<b>1,759,767</b>	

*check* 0



111132013001693



# SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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** : Dharril Curañes  
**Receiving Branch** : SEC Head Office  
**Receipt Date and Time** : November 13, 2013 02:25:18 PM  
**Received From** : Head Office

## Company Representative

---

Doc Source

## Company Information

---

**SEC Registration No.** 0000077487  
**Company Name** JOLLIBEE FOODS CORP.  
**Industry Classification** Miscellaneous Business Activities  
**Company Type** Stock Corporation

## Document Information

---

**Document ID** 111132013001693  
**Document Type** 17-C (FORM 11-C:CURRENT DISCL/RPT)  
**Document Code** 17-C  
**Period Covered** November 12, 2013  
**No. of Days Late** 0  
**Department** CFD  
**Remarks**

# 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)

J O L L I B E E P L A Z A N O . 1 0  
F . O R T I G A S J R . A V E N U E  
O R T I G A S , P A S I G C I T Y

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

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Company Telephone Number

1 2 3 1

Month Day Year  
Fiscal Year

## SEC FORM 17-C Cash Dividend Declaration

0 6 A N Y

Month Day Year  
Annual Meeting

\_\_\_\_\_

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  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Cash Dividend Declaration  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

77487  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



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                    **12 November 2013**
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, EMERALD AVENUE, PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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>1,050,091,187</b>
<b>Treasury Shares</b>	<b>16,447,340</b>

*Note: Total outstanding common shares inclusive of 2,548 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP). It also includes 623,004 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLST\_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner's Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.*

11. Other Events

Jollibee Foods Corporation (JFC) announced that its Board of Directors approved today a regular cash dividend of P0.71 per share of common stock, which is 14.5% higher than the regular cash dividend paid in the same period last year. This will be distributed on December 16, 2013 to stockholders of record as of November 29, 2013.

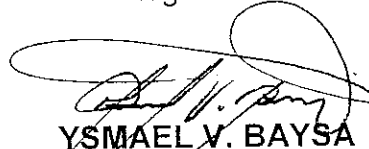
This brings the Company's total regular cash dividends to P1.36 per share for the year 2013, representing a 13.3% increase over the total P1.20 per share dividends given last year.

On August 6, 2013, JFC declared a special cash dividend of P2.00 per share, double the special cash dividend of P1.00 per share declared in 2012.

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**  
Vice President – Corporate Finance  
and Chief Finance Officer



**AGATHA OLGA DE JESUS**  
Corporate Counsel & CIO

SECRETARY'S CERTIFICATE

I, VALERIE FERIA AMANTE, Filipino, of legal age and with office address at the 14<sup>th</sup> Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the appointed Assistant Corporate Secretary of JOLLIBEE FOODS CORPORATION (the "Corporation"), a corporation duly organized and existing under Philippine law, with business address at the 10<sup>th</sup> Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, hereby certify on behalf of the Corporation that:

- 1. The following is a true and correct copy of the resolutions adopted and approved by the Board of Directors of the Corporation on November 12, 2013:

RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2008, a cash dividend of P0.71 per common share, due to all stockholders of record as of November 29, 2013 (ex-dividend date of November 26, 2013) and payable on December 16, 2013.

- 2. The above-mentioned resolutions have not been amended, modified or rescinded, and are in full force and effect as of the date hereof.
3. The foregoing statements are true and correct and in accordance with the records of the Corporation.

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_\_\_ at Pasig City.

VALERIE FERIA AMANTE
Assistant Corporate Secretary

REPUBLIC OF THE PHILIPPINES )
CITY OF PASIG ) S.S.

Before me, a notary public in and for the city named above, personally appeared:

Name Government ID
Valerie Feria Amante SSS ID No. 071769247-1

who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took on oath before me as to such instrument.

Witness my hand and seal this \_\_\_ day of NOV 12 2013.

Doc. No. 423 ;
Page No. 84 ;
Book No. II ;
Series of 2013.

ATTY. AGATHIA OJICA S. DE JESUS
NOTARY PUBLIC
Notary Public for Pasig City
PTR No. 211033 / Pasig City / January 2, 2013
IBP No. 914022 / RSM Chapter / January 9, 2013
RcM No. 50923
J.P.E. No. 1V - 0094025 / Feb. 21



11142013002485



## SECURITIES AND EXCHANGE COMMISSION

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, 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** : November 14, 2013 03:39:29 PM  
**Received From** : Head Office

Company Representative

---

Doc Source

Company Information

---

SEC Registration No. 0000077487  
Company Name JOLLIBEE FOODS CORP.  
Industry Classification Miscellaneous Business Activities  
Company Type Stock Corporation

Document Information

---

Document ID 11142013002485  
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)  
Document Code 17-C  
Period Covered November 14, 2013  
No. of Days Late 0  
Department CFD  
Remarks

# 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)

J O L L I B E E P L A Z A N O . 1 0  
F . O R T I G A S J R . A V E N U E  
O R T I G A S , P A S I G C I T Y

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

Contact Person

Company Telephone Number

Contact Person

Company Telephone Number

17-C

Press Release

1 2 3 1

Month Day Year  
Fiscal Year

0 6 A N Y

Month Day Year  
Annual Meeting

Secondary License Type, If Applicable

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Dept. Requiring this Doc.

Amended Articles Number/Section

Amended Articles Number/Section

Total no. of Stockholders

Total no. of Stockholders

Total Amount of Borrowings

Domestic

Domestic

Foreign

Foreign

To be accomplished by SEC Personnel concerned

File Number

File Number

LCU

LCU

Document I.D.

Document I.D.

Cashier

Cashier

STAMPS

STAMPS

Remarks = please use black ink for scanning purposes



COVER SHEET

JOLLIBEE FOODS CORPORATION  
(Company's Full Name)

10/F Jollibee Plaza Building  
Emerald Avenue, Pasig City  
(Company's Address)

(632) 634-1111  
Telephone Number

December 31  
(Fiscal Year Ending)

Any day in the month of June  
(Annual Meeting)

SEC Form 17-C  
Press Release

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

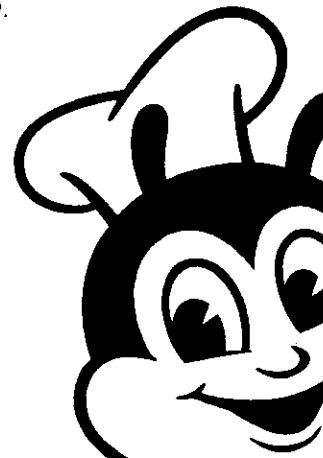
\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

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

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



**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 **November 14, 2013**
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, EMERALD AVENUE,  
PASIG CITY**  
Address of registrant's principal office  
  
**1600**  
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 outstanding
<b>Common</b>	<b><u>1,050,093,021</u></b>
<b>Treasury Shares:</b>	
<b>Common</b>	<b><u>16,447,340</u></b>

*Note: Total outstanding common shares inclusive of 624,838 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLST\_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner's Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012*

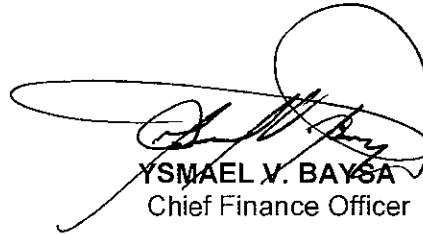
11. Other Events  
  
Please see attached press release.



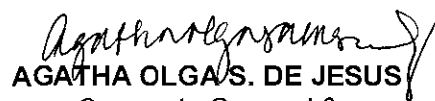
SIGNATURE

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



**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

THE JFC GROUP OF COMPANIES

**Jollibee 3<sup>rd</sup> Quarter Sales Up 13%, Profit Rises by 15.9%**

Metro Manila, Philippines, November 14, 2013 – *Jollibee Foods Corporation (PSE: JFC) – Results for the quarter ended September 30, 2013*

The following are the highlights of JFC's results of operations for the quarter ended September 30, 2013:


Financial Summary	Quarter 3 Ended September 30			Year-to-date Ended September 30		
	2013	2012	% Change	2013	2012	% Change
System Wide Retail Sales	25,320	22,416	13.0%	75,223	66,918	12.4%
Revenues	19,766	17,324	14.1%	57,834	51,500	12.3%
Net Operating Income	1,209	1,067	13.3%	3,935	3,018	30.4%
Net Income	1,038	886	17.1%	3,139	2,506	25.2%
Net Income Attributable to Equity						
Holders of the Parent Company	1,019	879	15.9%	3,124	2,466	26.7%
Earnings Per Common Share - Basic	0.970	0.841	15.3%	2.979	2.367	25.8%
Earnings Per Common Share - Diluted	0.965	0.837	15.3%	2.940	2.342	25.5%

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

Jollibee Foods Corporation, the Philippines' largest food service company generated in the third quarter of 2013 System Wide Sales of Php 25.3 billion, 13% higher than the sales in the same period in 2012. Sales for the first nine months of the year grew by 12.4% compared to the same period in 2013. System Wide Sales is a measure of all sales to consumers both from company owned and franchised stores.

Sales in the Philippines grew by 10.5% during the quarter versus year ago, China by 21.9%, the United States by 15.7%, and Southeast Asia and the Middle East by 34.7%. Total sales of Foreign Businesses grew by 22.1%.

Worldwide same store sales growth for the quarter was about 8.5% versus year ago sustaining the healthy growth rate of previous quarters. Net income margin improved slightly from 5.1% in the third quarter of 2012 to 5.3% in the same period this year.

  
11/14/2013

The Jollibee Group of Companies opened a total of 137 stores in the first nine months of the year as follows: in the Philippines, Jollibee +21, Chowking +10, Greenwich +2, Red Ribbon +45, Mang Inasal +13, Burger King +2; in the People's Republic of China, Yonghe King +24, San Pin Wang +7; in the United States, Jollibee +4, Chowking +1 and in other parts of the world +8.

Jollibee Foods Corporation declared on November 12, 2013 a regular cash dividend of Php 0.71 per share bringing its total cash dividend in 2013 to Php 3.36 per share, an increase of 52.7% versus the total cash dividends declared in 2012.

The overall impact of the typhoon Yolanda on the Jollibee Group is estimated to be manageable. The property damage sustained on company-owned stores is not significant and is covered by insurance. There were 23 company-owned and franchised stores that were not operating as of November 13, 2013 due to a combination of property damage and disruption of product supply. These stores, all located in the provinces of Leyte and Samar, represent only 1.1% of JFC Group's total store network in the Philippines. Jollibee Foods Corporation, its employees and the Jollibee Group Foundation are participating in efforts to provide relief to the typhoon victims in coordination with the Department of Social Welfare and Development and various private institutions.

The JFC Group operates the Philippines' largest restaurant network. As of September 30, 2013, it was operating a total of 2,121 stores in the country: Jollibee brand 795, Chowking 388, Greenwich 198, Red Ribbon 249, Mang Inasal 462 and Burger King 29. Abroad, it was operating 575 stores: Yonghe King (China) 311, Hong Zhuang Yuan (China) 44, San Pin Wang (China) 46, Jollibee 97 (US 28, Vietnam 40, Brunei 13, Jeddah 9, Qatar 3, Kuwait 2, Hong Kong and Singapore 1 each, Red Ribbon in the US 30, Chowking 44 (US 20, Dubai 19, Qatar 4 and Oman 1), Chow Fun (US) 3. The JFC Group has a total of 2,671 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, HongKong, Macau and Cambodia) 60, and 12 Sabu (China) 6.

.....

