

NOTICE OF ANNUAL STOCKHOLDERS' MEETING

NOTICE IS HEREBY GIVEN that the annual meeting of the stockholders of Jollibee Foods Corporation (the "Corporation") will be held on June 30, 2017 at 2:00pm, at the PSE Auditorium, Ground Floor, PSE Building, Exchange Road, Ortigas Center, Pasig City.

The Agenda for the meeting shall be as follows:

1. Call to Order;
2. Certification by the Corporate Secretary on Notice and Quorum;
3. Reading and approval of the minutes of the last Annual Stockholders' Meeting;
4. Management's Report;
5. Approval of the 2016 Audited Financial Statements and Annual Report;
6. Ratification of Actions by the Board of Directors and Officers of the Corporation;
7. Election of Directors;
8. Appointment of External Auditors;
9. Other matters; and
10. Adjournment.

Registration begins at 1:00pm. Only stockholders of record as of May 2, 2017 are entitled to vote and be voted for during the meeting. For your convenience in registering your attendance, please bring any form of government-issued identification such as passport, SSS identification or driver's license.

All nominations to the Board of Directors must be received by the Corporate Secretary not later than June 7, 2017. Nominations received after this date shall not be recognized for the meeting.

We are not soliciting your proxy. However, you may attend the meeting by submitting a duly-accomplished proxy substantially in the form attached hereto or as may be downloaded in www.jollibee.com.ph which must be received by the Corporate Secretary not later than ten (10) days before the meeting or on June 20, 2017 (“Cut-Off Date”). Proxies received after Cut-Off Date shall not be recognized for the meeting. Proxies duly received by the Corporate Secretary on or before Cut-Off Date shall be recognized for the meeting unless revoked by personal appearance of the stockholder or by a later proxy received on or before Cut-Off Date.

Pasig City, April 5, 2017.



WILLIAM TAN UNTIONG
Corporate Secretary

PROXY

KNOW ALL MEN BY THESE PRESENTS:

That I, the undersigned stockholder of JOLLIBEE FOODS CORPORATION, do hereby nominate, constitute and appoint _____ as my true and lawful attorney-in-fact and proxy to represent me and vote all my shares registered in my name in the books of said corporation, in the annual stockholders' meeting to be held on June 30, 2017 and any adjournments thereof, as fully to all intents and purposes as I might or could do if present in person, hereby ratifying and confirming any and all actions taken during any said meetings, or adjournments thereof.

This proxy shall be valid for the above meeting only, or any adjournments thereof, unless withdrawn by me earlier through notice in writing delivered to the Corporate Secretary. In case I shall be present at any particular meeting, or shall have given my proxy to another to represent me at any meeting, this proxy shall be deemed revoked.

Dated this ____ day of _____.

Signature: _____

Printed Name: _____

(Do Not Fill This Portion)

No. of Shares Registered: _____

Verified By: _____