

COVER SHEET

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S.E.C. Registration Number

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

(Company's Full Name)

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

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

Atty. Angeline L. Chong

Contact Person

(632) 634-1111 loc. 7817

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Any Day in June

Month Day Year
Annual Meeting

JFC to Bring PHO24 to the Philippines

17C

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total no. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

STAMPS

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

COVER SHEET

JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F Jollibee Plaza Building

10 F. Ortigas Jr. Avenue,

Ortigas Center, Pasig City

(Company's Address)

(632) 634-1111

Telephone Number

December 31

(Fiscal Year Ending)

Any day in the month of June

(Annual Meeting)

17C Press Release

JFC to Bring PHO24 to the Philippines

(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 **April 25, 2018**
2. Commission identification number **77487**
3. BIR Tax Identification No. **000-388-771**
4. **JOLLIBEE FOODS CORPORATION**
Exact name of registrant as specified in its charter
5. **PHILIPPINES**
Province, country or other jurisdiction of incorporation or organization
6. Industry classification code (SEC Use Only)
7. **10/F JOLLIBEE PLAZA BUILDING, 10 F. ORTIGAS JR. AVENUE, ORTIGAS CENTER,
PASIG CITY**
Address of registrant's principal office

1605
Postal Code
8. **(632) 634-1111**
Registrant's telephone number, including area code
9. **N/A**
Former name, former address and former fiscal year, if changed since last report
10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of each Class	Number of shares of Common stock outstanding
Common	<u>1,086,642,133</u>
Treasury Shares: Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,086,642,133 is inclusive of 1,977,061 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated April 16, 2018)	1,061,851
Shares applied for listing	<u>(1,500)</u>
Ending balance, as of April 24, 2018	1,060,351
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated April 16, 2018)	916,710
Shares applied for listing	<u>-</u>
Ending balance, as of April 24, 2018	916,710
TOTAL	<u>1,977,061</u>

11. Other Events

JFC Group of Companies
JFC to Bring PHO24 to the Philippines

Metro Manila, Philippines, April 25, 2018 - *Jollibee Foods Corporation* (PSE: JFC)

Further to its November 18, 2016 disclosure, Jollibee Foods Corporation (“JFC”) disclosed today that JFC, through its wholly-owned subsidiary Fresh N’ Famous Foods Inc., will bring PHO24 to the Philippines. One of JFC’s joint ventures, the SuperFoods Group, owns and operates PHO24, which serves traditional Vietnamese dishes with rice noodles as its core products. In its November 2016 disclosure, JFC disclosed that the SuperFoods Group aims to serve consumers in Asia and key cities in the world high quality and healthy Vietnamese food at affordable prices through the PHO24 brand.

JFC operates the largest food service network in the Philippines. As at March 31, 2018, it was operating 2,895 restaurant outlets in the country: Jollibee brand 1,074, Chowking 531, Greenwich 273, Red Ribbon 426, Mang Inasal 497 and Burger King 94. Abroad, it was operating 943 stores: Yonghe King (China) 310, Hong Zhuang Yuan (China) 44, Dunkin’ Donuts (China) 15, Jollibee 206 (US 37, Vietnam 100, Brunei 15, Saudi Arabia 13, UAE 11, Qatar 7, Singapore 5, Kuwait 5, Hong Kong 8, Bahrain 1, Canada 2, Oman 1 and Italy 1), Red Ribbon in the US 31, Chowking 46 (US 15, UAE 20, Qatar 3, Oman 3, Kuwait 3, and Saudi Arabia 2), Highlands Coffee 253 (Vietnam 220, and Philippines 33), PHO24 30 (Vietnam 13, Indonesia 16, and Korea 1), Hard Rock Cafe 8 (Vietnam 2, Hong Kong 3, and Macau 3). The JFC Group’s worldwide store network reached 3,838 stores.


Smashburger ended the first quarter of 2018 with 352 stores. Starting April 17, 2018, Smashburger shall be included in the JFC groups consolidated store network, increasing the JFC Group’s store network to over 4,000 stores.

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 Financial Officer &
Corporate Information Officer