

COVER SHEET

7 7 4 8 7

S.E.C. Registration Number

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

(Company's Full Name)

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

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

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

Press Release: 2017 2nd Quarter Financial Results

17C

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total no. of Stockholders

Domestic

Foreign

Total Amount of Borrowings

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

2017 2nd Quarter Financial Results

(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 14, 2017**
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	Number of shares of common stock & warrants outstanding
Title of each Class	
Common	<u>1,082,808,403</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,082,808,403 is inclusive of 1,000 MSOP shares subject for listing and 2,677,705 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated August 1, 2017)	1,560,995
Shares applied for listing	-
Ending balance, as of August 14, 2017	<u>1,560,995</u>
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated August 1, 2017)	1,116,710
Shares applied for listing	-
Ending balance, as of August 14, 2017	<u>1,116,710</u>
TOTAL	<u>2,677,705</u>

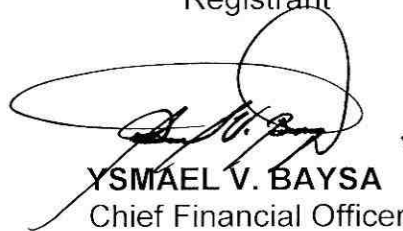
11. Other Events
Please see attached Press release re: 2017 2nd Quarter Financial Results

SIGNATURE

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

JOLLIBEE FOODS CORPORATION

Registrant

A handwritten signature in black ink, appearing to read 'Ysmael V. Baysa', is written over a large, stylized circular scribble.

YSMAEL V. BAYSA

Chief Financial Officer &
Corporate Information Officer

THE JFC GROUP OF COMPANIES
Foreign Business Boosts JFC's Sales and Profit Growth

Metro Manila, Philippines, August 14, 2017 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the Second Quarter and First Semester ended June 30, 2017

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the second quarter and first semester ended June 30, 2017 based on its Unaudited Consolidated Financial Statements:

Financial Summary	Quarter 2			YTD June		
	2017	2016	% Change	2017	2016	% Change
System Wide Retail Sales	42,540	37,101	14.7%	81,078	71,446	13.5%
Revenues	32,553	28,323	14.9%	61,842	54,425	13.6%
Operating Income	1,998	1,785	11.9%	3,826	3,523	8.6%
Net Income	1,901	1,632	16.5%	3,375	3,064	10.2%
Net Income Attributable to Equity						
Holders of the Parent Company	1,956	1,656	18.1%	3,489	3,054	14.2%
Earnings Per Common Share - Basic	1.811	1.545	17.2%	3.238	2.852	13.5%
Earnings Per Common Share - Diluted	1.791	1.515	18.2%	3.197	2.795	14.4%

In Php millions except Earnings Per Share data

Jollibee Foods Corporation (JFC), the largest Asian food service company reported today that its system wide sales, a measure of all sales to consumers both from company-owned and franchised stores grew by 14.7% in the second quarter compared to sales in the same period of 2016. For the first half of the year, JFC's system wide sales grew by 13.5%, including divestments and acquisitions. Without divestments and acquisitions, system wide sales grew by 14.3% with global store network expansion accounting for 6%-7%, same store sales growth contributing 6.0% and currency translation by less than 1%. Same store sales growth and store network expansion in the Philippines were in line with worldwide growth rates. Revenues grew in line with system wide sales at 13.6%.

System wide sales in all regions performed strongly in the second quarter of 2017 led by the Southeast Asia (ex-Philippines) business which grew by 42.0%. North America business grew by 32.5%, the Middle East business by 32.0%, China business by 17.2% and the Philippine business by 12.5%. System wide sales of the foreign business accelerated to 25.6%. This growth rate excluded the impact of 2016 divestments and the consolidation of SuperFoods Group, with business mostly in Vietnam starting in May, 2017. The SuperFoods Group is now 60% owned by JFC. System wide sales of the foreign business grew by 24.3%, including the SuperFoods Group and the divestments in 2016.

Operating income and net income for the second quarter of 2017 grew by 11.9% and 16.5%, respectively. These strong growth rates were driven by the acceleration of profit growth in foreign businesses, lower losses in joint ventures - which consist mostly of new businesses abroad, and lower income taxes. For the first six months of 2017, all foreign regions - China, North America and Southeast Asia and the Middle East generated profit that was significantly higher than that generated in the same period a year ago.

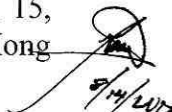
[Handwritten signature]
8/14/2017

Net income attributable to equity holders of the parent company for the second quarter of 2017 increased by 18.1% to Php1.96 billion compared to the same quarter of 2016. Earnings per common share increased by 17.2% to Php1.811. For the first six months of the year, net income attributable to equity holders of the Parent Company rose by 14.2% while earnings per share grew by 13.5%. JFC achieved a 19.8% annualized return on equity in the first half of 2017 compared with 19.5% in the same period in 2016.

JFC's investments for future growth remained robust. Capital expenditures for the first semester of 2017 amounted to Php4.1 billion, 46.0% higher than the Php2.8 billion spent during the same period in 2016. The JFC Group opened 157 stores in the first six months of 2017 (108 in the Philippines and 49 abroad), 14.6% higher than the 137 new stores opened in the same period in 2016.

JFC operates the largest food service network in the Philippines. As at June 30, 2017, it was operating 2,701 restaurant outlets in the country: Jollibee brand 1,005, Chowking 496, Greenwich 257, Red Ribbon 395, Mang Inasal 470 and Burger King 78. Abroad, it was operating 869 stores: Yonghe King (China) 307, Hong Zhuang Yuan (China) 44, Dunkin' Donuts (China) 17, Jollibee 181 (US 36, Vietnam 90, Brunei 14, Saudi Arabia 11, UAE 8, Qatar 6, Singapore 5, Kuwait 4, Hong Kong 4, Bahrain 1, Canada 1 and Oman 1), Red Ribbon in the US 33, Chowking 44 (US 15, UAE 19, Qatar 3, Oman 3, Kuwait 3, and Saudi Arabia 1), Highlands Coffee 202 (Vietnam 181, Philippines 21), Pho 24 33 (Vietnam 15, Indonesia 14, Cambodia 2, Korea 1, and Australia 1), Hard Rock Cafe 8 (Vietnam 2, Hong Kong 3, Macau 3). The JFC Group's worldwide store network reached 3,570 stores.

JFC also has a 48% interest in joint venture for 12 Hotpot (China) with 16 stores and a 40% interest in Smashburger with 362 outlets, mostly in the United States. These joint ventures have a total of 378 stores worldwide, which are not included in JFC's consolidated store count.


8/14/2017