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 S.E.C. Registration Number

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 (Company's Full Name)

10/F	J	O	L	L	I	B	E	P	L	A	B	U	I	L	D	I	N	G
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 (Business Address: No. Street City / Town / Province)

Contact Person	Company Telephone Number
31-Dec	Any Day in June
<small>Month Day Year</small> <small>Fiscal Year</small>	<small>Month Day Year</small> <small>Annual Meeting</small>

**Press Release: 2015 4th Quarter Results**

17C

Secondary License Type, If Applicable

Dept. Requiring this Doc.	Amended Articles Number/Section

	Total Amount of Borrowings	
Total no. of Stockholders		
	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  
2015 4<sup>th</sup> Quarter Results  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

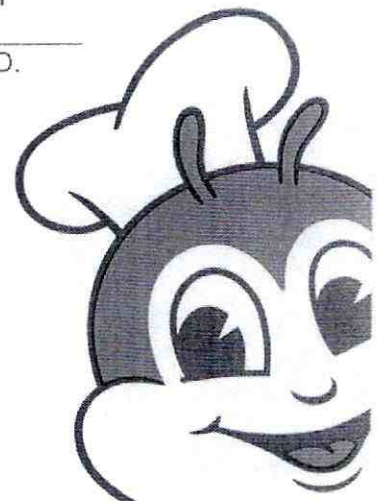
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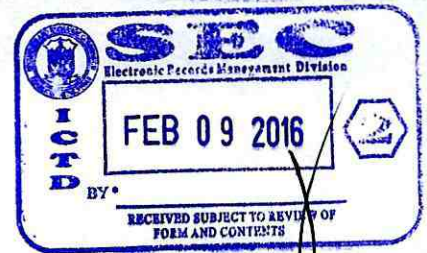
**77487**  
S.E.C REG. No.

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Central Receiving Unit

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File Number

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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 9, 2016**
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
<b>Common</b>	<b><u>1,069,695,054</u></b>
<b>Treasury Shares:</b>	
<b>Common</b>	<b><u>16,447,340</u></b>

*Note: Total common outstanding share of 1,069,695,054 is inclusive of 5,833 and 3,000 MSOP shares and 16,666 ELTIP shares subject for listing and 1,729,117 shares entrusted with Deutsche Regis Partners, Inc. with the following details:*

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated February 2, 2016)	1,113,104
Shares applied for listing	<u>(25,999)</u>
Ending balance, as of February 9, 2016	1,087,105
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated February 2, 2016)	642,012
Shares applied for listing	<u>-</u>
Ending balance, as of February 9, 2016	642,012
TOTAL	<u>1,729,117</u>

11. Other Events

Please see attached Press Release re: 2015 4<sup>th</sup> Quarter Financial Results.

**SIGNATURE**

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

**JOLLIBEE FOODS CORPORATION**  
Registrant



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



**VALERIE F. AMANTE**  
Vice-President and Head, Corporate Legal  
& Corporate Information Officer

**THE JOLLIBEE GROUP OF COMPANIES**  
**JFC Opens 303 Stores in 2015, Recurring Profit Up 21% in Q4**

Metro Manila, Philippines, February 9, 2016 – *Jollibee Foods Corporation* (PSE: JFC) –  
**Financial Results for the Quarter and Year ended December 31, 2015**

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the quarter and year ended December 31, 2015 based on its Unaudited Consolidated Financial Statements:

Financial Summary	Quarter 4			YTD December		
	2015	2014	% Change	2015	2014	% Change
System Wide Retail Sales	36,259	32,425	11.8%	130,733	117,898	10.9%
Revenues	27,875	24,918	11.9%	100,783	90,671	11.2%
Operating Income (Excluding Extra-Ordinary Items)	2,073	1,715	20.9%	6,432	6,137	4.8%
Operating Income (After Extra-Ordinary Items)	1,170	1,715	-31.8%	5,583	6,137	-9.0%
Net Income	961	1,774	-45.8%	4,927	5,489	-10.2%
Net Income Attributable to Equity Holders of the Parent Company	948	1,722	-44.9%	4,807	5,362	-10.4%
Earnings Per Common Share - Basic	0.887	1.621	-45.3%	4.504	5.075	-11.3%
Earnings Per Common Share - Diluted	0.871	1.588	-45.2%	4.417	4.955	-10.9%

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

Jollibee Foods Corporation (JFC), the Philippines' largest food service company and Asia's largest restaurant company generated in the fourth quarter of 2015 System Wide Sales of Php36.3 billion, 11.8% higher compared to the same quarter a year ago. The sales increase was driven by 6%-7% same store sales growth on a worldwide basis, sustaining the healthy growth rate of the third quarter. New stores contributed 5%-6% to the growth. Same store sale growth pertains to restaurants that were already open for at least 15 months. It excludes sales growth from new store opening.

The Jollibee Group opened a total of 303 stores in 2015 broken down as follows: in the Philippines, 246 new stores; in the People's Republic of China 39; in the United States 1; in Southeast Asia and the Middle East 17, for a total of 57 new stores in foreign operations. This is the highest number of stores opened in one year in JFC's history. The JFC Group had 204 more stores worldwide versus a year ago. The new stores still excluded those from 50% joint ventures: Highlands Coffee, +31; Pho 24 with +3 mostly in Vietnam, 12 Hotpot +2 in China and from the acquisition of a 40% stake in Smashburger with 352 outlets, mostly in the United States as of the end of December, 2015. Including these affiliates, the JFC Group would have added 564 stores in 2015 to a total of 3,635 stores, a growth of 18.4% over a comparable number of outlets a year ago.

JFC Chief Executive Officer, Mr. Ernesto Tanmantiong gave the following statement: "We are pleased to have opened 303 stores in 2015. This is the highest number of store opening in a single year in JFC's history. The new stores are performing well, particularly those in the Philippines, exceeding their target sales and return on investments. These are marks of the strong

*[Handwritten Signature]*  
2/9/2016

health of the brands and of JFC's increased organization capability. Our worldwide store network as of December 31, 2015 was 7.0% higher than a year ago. Combined with a worldwide same store sales growth of 6%-7%, the business is experiencing the highest organic growth in many years. For 2016, we are allocating Php10.4 billion in capital expenditures of which Php7.5 billion is for new stores and renovation of existing stores. We look forward to a robust business growth in 2016 and in the years ahead."

JFC's operating income excluding extra-ordinary cost items would have grown by 20.9% for the 4th Quarter of 2015 versus the same period a year ago, and by 4.8% for the entire year of 2015. These extra-ordinary expense items totalling Php903.0 million resulted in a decline in operating income of 31.8% for the quarter and 9.0% for the entire year. Net income attributable to equity holders of the Parent Company would have grown by 8.2% for the 4<sup>th</sup> quarter and by 7.8% for the year without the extra ordinary expenses. Including these costs the same profit items declined by 44.9% for the quarter and by 10.4% for the entire year.

JFC Chief Financial Officer, Mr. Ysmael V. Baysa gave the following statement: "For the first time in 2015, JFC's consolidated gross profit margins were higher in November and December versus the same period a year ago. They were also higher than previous quarters. We expect margins to improve further in the months ahead as we experience the benefits of lower commodity prices. Our 2015 net income was adversely affected by significant short term costs amounting to almost Php1.0 billion. These costs were associated with our information technology upgrade, the increase in our network development organization, the acquisition of Smashburger, and the extra supply chain and logistics costs needed to support our business in the Philippines that has been growing faster than we anticipated. These are necessary investments that are helping make possible JFC's short and long term sales and profit growth. We do not expect the same rate of expense increases in 2016. We look forward to a strong profit recovery in 2016 and in the years ahead."

JFC's net cash position improved significantly from Php 0.6 billion in December, 2014 to Php 2.5 billion in December 2015, despite the acquisition of 40% of Smashburger for USD 100.2 million (Php 4.7 billion) in October 2015, primarily due to reduction in working capital level.

JFC operates the largest food service network in the Philippines. As of December 31, 2015, it was operating 2,475 restaurant outlets in the country: Jollibee brand 916, Chowking 439, Greenwich 231, Red Ribbon 374, Mang Inasal 459 and Burger King 56. Abroad, it was operating 642 stores: Yonghe King (China) 321, Hong Zhuang Yuan (China) 42, San Pin Wang (China) 59, Jollibee 139 (US 32, Vietnam 72, Brunei 13, Saudi Arabia 10, Qatar 3, Kuwait 4, Hong Kong 1, Singapore 2, Bahrain 1 and UAE 1), Red Ribbon in the US 32, Chowking 46 (US 19, UAE, 20, Qatar 4, Oman 2 and Kuwait 1), Jinja Bar (US) 3. The JFC Group had a total of 3,117 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 101, Pho 24 (Vietnam, Indonesia, Cambodia, Korea and Australia) 36, 12 Hotpot (China) 21, others 8; and a 40% interest in Smashburger that had 352 outlets, mostly in the United States. These joint ventures had a total of 518 stores worldwide.

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