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SECURITIES AND EXCHANGE COMMISSION

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Company Information

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

Document Information

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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

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

S T A M P S

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

(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.



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 2, 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

Title of each Class	Number of shares of Common stock outstanding
Common	<u>1,082,840,734</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,082,840,734 is inclusive of 8,667 MSOP shares subject for listing and 1,208,802 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated October 26, 2017)	638,593
Shares applied for listing	<u>(26,501)</u>
Ending balance, as of October 30, 2017	612,092
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated October 26, 2017)	796,710
Shares applied for listing	<u>(200,000)</u>
Ending balance, as of October 30, 2017	596,710
TOTAL	<u><u>1,208,802</u></u>

11. Other Events

The JFC Group of Companies

**JFC Joint Venture Discontinues 12 Hotpot Operations
to Focus on Larger Businesses in China**

Metro Manila, Philippines, November 2, 2017 – Jollibee Foods Corporation (PSE: JFC)

Jollibee Foods Corporation (JFC), the largest Asian food service company disclosed today that, effective October 31, 2017, its 48%-owned subsidiary 12 Hotpot (Shanghai) Food and Beverage Management Co. Ltd. (Operating Company), discontinued operations of the 12 Hotpot brand in the People's Republic of China. The Operating Company owns and operated 16 stores in the Shanghai area.

JFC will focus on building its larger and fast-growing businesses in China and other parts of the world. As disclosed in the financial results of the 2nd quarter of 2017, JFC's China sales grew by 17.2% compared to the same period in 2016 while profit grew significantly versus prior years. Its foreign business sales in the same period increased by 24.3% led by Southeast Asia (ex-Philippines) with growth of 42.0%, North America by 32.5% and Middle East by 32.0%. All these regions are profitable and had significantly improved their profitability versus prior years. JFC will continue to drive strong profitable growth of these businesses, along with the Philippines in the years ahead.

As of September 30, 2017, JFC had the following businesses in China: Yonghe King, its largest business with 305 stores, Hong Zhuang Yuan with 44 stores and Dunkin' Donuts with 18 stores for a total of 367 stores. It has also been operating Happy Bee Foods Processing Co. to supply the products to its restaurants. The 12 Hotpot business has not been consolidated in JFC's financial statements and store count as it owns less than majority (48%) of the joint venture.

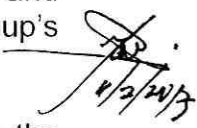
JFC divested its share in the San Ping Wang business on December 30, 2016 by selling its shares to its partner in Guangxi San Pin Wang Food and Beverage Management Company Limited in order to focus on building its larger businesses in China. At the time of JFC's divestment, San Pin Wang already had 72 stores and was profitable. JFC also divested its business of producing and selling food products for third party institutions in China on November 23, 2016 through an asset for equity swap giving JFC 100% ownership of Happy Bee Foods Processing plant in Anhui Province. This move was intended to focus on supporting Yonghe King's growth by further improving food quality, strengthening food safety and accelerating product innovations.

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With the discontinuation of the 12 Hotpot business in China, the Operating Company 12 Hotpot (Shanghai) Food and Beverage Management Co. Ltd. (Operating Company) shall be dissolved and liquidated; thereafter, the JV Company will also be dissolved and liquidated. The joint venture started on August 22, 2012, when JFC's wholly-owned subsidiaries Jollibee Worldwide Pte. Ltd. (JWPL) and Golden Plate Pte. Ltd. (GPPL) entered into an agreement with Hoppime Ltd., a subsidiary of Wowprime Corporation of Taiwan (Wowprime) and some key executives of Wowprime, to establish WJ Investments Ltd. (JV Company) to own and operate 12 Hotpot brand in the People's Republic of China, Hong Kong and Macau. JFC's subsidiaries collectively own 48% of the JV Company.

JFC operates the largest food service network in the Philippines. As at September 30, 2017, it was operating 2,756 restaurant outlets in the country: Jollibee brand 1,023, Chowking 510, Greenwich 262, Red Ribbon 411, Mang Inasal 471 and Burger King 79. Abroad, it was operating 888 stores: Yonghe King (China) 305, Hong Zhuang Yuan (China) 44, Dunkin' Donuts (China) 18, Jollibee 186 (US 36, Vietnam 93, Brunei 15, Saudi Arabia 11, UAE 9, 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 219 (Vietnam 193, Philippines 26), Pho 24 31 (Vietnam 15, Indonesia 14, Korea 1, and Australia 1), Hard Rock Cafe 8 (Vietnam 2, Hong Kong 3, Macau 3). The JFC Group's worldwide store network reached 3,644 stores.

JFC also has a 40% interest in Smashburger with 355 outlets, mostly in the United States.

Handwritten signature and date: 10/2/2017

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