

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 Invest in Buyer of Tim Ho Wan Master Franchise Holder for Asia Pacific

(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

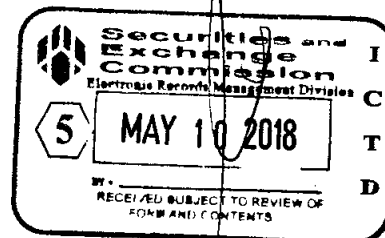
Central Receiving Unit

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 **May 8, 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>1,086,702,465</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,086,702,465 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 May 7, 2018)	1,060,351
Shares applied for listing	
Ending balance, as of May 8, 2018	1,060,351
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated May 7, 2018)	916,710
Shares applied for listing	
Ending balance, as of May 8, 2018	916,710
TOTAL	<u>1,977,061</u>

11. Other Events

JFC Group of Companies JFC to Invest in Buyer of Tim Ho Wan Master Franchise Holder for Asia Pacific

Metro Manila, Philippines, May 8, 2018 - Jollibee Foods Corporation (PSE: JFC)

Jollibee Foods Corporation (JFC), the largest Asian food service company, disclosed today that JFC, through its wholly-owned subsidiary Jollibee Worldwide Pte. Ltd., shall invest up to 45 Million Singapore Dollars in Titan Dining LP (“Titan”), a private equity fund that has executed (through a wholly owned subsidiary) a binding agreement for the acquisition of 100% of the Asia Pacific master franchise holder of the “Tim Ho Wan” brand, Tim Ho Wan Pte. Ltd. (THWPL), and its affiliate Dim Sum Pte. Ltd. (DSPL), which owns and operates Tim Ho Wan stores in Singapore (the Companies).

THWPL holds the exclusive long-term master franchise to operate “Tim Ho Wan” food and beverage business within the Asia Pacific region (excluding Hong Kong). Aside from DSPL in Singapore, THWPL also has franchisees in Cambodia, Indonesia, Japan, Macau, Taiwan, Thailand, Vietnam, Australia, and the Philippines, with further development planned in the Asia Pacific region. There are 40 restaurant outlets under THWPL and DSPL, both company-owned and franchised stores.

Titan has a fund size of SGD 100 Million, with JFC’s planned investment constituting 45% of the total committed investments in Titan, and the balance coming from other investors. Titan is managed by Titan Dining Partners Ltd., consisting of individuals with extensive experience in the food and beverage sector in the Asia Pacific region. JFC will sit in the Investment Committee of Titan. Titan may eventually add other brands in the food service sector to its portfolio, with the objective to grow strong Asia Pacific food service brands across multiple geographies and markets, and to bring strong global food service brands to Asia Pacific.

This agreement provides JFC the opportunity to acquire a substantial ownership in Tim Ho Wan’s master franchise in the Asia Pacific region when the term of the fund ends in 7 years, through a purchase mechanism that is provided for in the agreement with Titan Dining LP. To prepare for this eventuality, JFC will operate as a franchisee of Tim Ho Wan in Shanghai, People’s Republic of China (PRC).

JFC Chairman, Mr. Tony Tan Caktiong gave the following statement: “This investment gives JFC the opportunity to have a significant interest in the Tim Ho Wan franchise in the long term and will bring very healthy financial returns to JFC. Our long-term interest in Tim Ho Wan is in line with JFC’s mission: to serve great tasting food and spread the joy of eating to everyone!”

Tim Ho Wan is a Michelin-star dim sum restaurant chain which originated in Hong Kong in 2009. It has been dubbed as the world's most affordable Michelin-star restaurant. Its restaurants are typically full-packed with long waiting line at lunch and dinner. In April, 2018, Tim Ho Wan was rated by CNN as offering the Best Value among Hong Kong's best dim sum restaurants.

JFC already has three brands serving Chinese cuisine: Chowking, a Chinese fast casual concept with presence mostly in the Philippines and JFC's second largest brand in terms of system wide sales (577 stores worldwide), Yonghe King, a Taiwanese food-inspired restaurant chain in China that is famous for its freshly prepared soya milk (310 stores), and Hong Zhuang Yuan, a full-service restaurant chain in Beijing, PRC with cuisine centered on congee (44 stores). The three brands combined account for 23% of JFC's systemwide sales in 2017.

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.

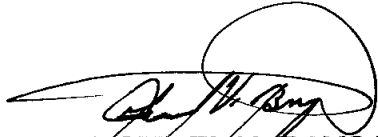
Smashburger ended the first quarter of 2018 with 352 stores. Starting April 17, 2018, Smashburger shall be included in the JFC group's consolidated store network, increasing the JFC Group's store network to over 4,000 stores.

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