



112152016000728



## SECURITIES AND EXCHANGE COMMISSION

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Company Information

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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

JFC Copy

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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 local 7817

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Any Day in June

Month Day Year
Annual Meeting

JFC To Divest Shareholdings in a
Subsidiary to Focus on Larger Businesses
in the US

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)

**SEC FORM 17C**

**JFC To Divest Shareholdings in a Subsidiary  
to Focus on Larger Businesses in the US**

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

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DTU

**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           **December 15, 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>1,075,083,542</u></b>
<b>Treasury Shares: Common</b>	<b><u>16,447,340</u></b>

*Note: Total common outstanding share of 1,075,083,542 is inclusive of 2,271,644 shares entrusted with Deutsche Regis Partners, Inc. with the following details:*

<b>MSOP Shares:</b>	
Beginning balance (per SEC Form 17-C dated December 12, 2016)	1,409,632
Shares applied for listing	-
Ending balance, as of December 15, 2016	1,409,632
 <b>ELTIP Shares:</b>	
Beginning Balance (per SEC Form 17-C dated December 12, 2016)	862,012
Shares applied for listing	-
Ending balance, as of December 15, 2016	862,012
<b>TOTAL</b>	<b>2,271,644</b>

11. Other Events

**THE JOLLIBEE GROUP OF COMPANIES**

**JFC to Divest its Shareholdings in a Subsidiary to Focus on Larger Businesses in the US**

Metro Manila, Philippines, December 15, 2016 – *Jollibee Foods Corporation* (PSE: *JFC*)

Jollibee Foods Corporation (JFC), the largest Asian food service company announced today that its wholly-owned subsidiary, Jollibee Worldwide Pte. Ltd. (JWPL) shall divest its shareholdings in Chow Fun Holdings LLC (Chow Fun). JWPL has 80.55% equity shares in Chow Fun. Chow Fun will pay JWPL US\$1.6 Million in readily available funds to redeem JWPL's 2,900 Class A Membership units.

Chow Fun Holdings LLC is the developer and owner of a restaurant concept known as Jinja Bar and Bistro. It has three restaurants in New Mexico, two in Albuquerque and one in Santa Fe. JFC acquired 12% equity share in Chow Fun on July 25, 2008 then increased its shares to 80.55% on March 31, 2011.

JFC's divestment of its shareholdings in Chow Fun is part of its intention to concentrate its resources in building its larger businesses. JFC has the following businesses in the United States: Jollibee with 34 stores, Red Ribbon with 33 stores and Chowking with 16 stores. It also has a 40% ownership in Smashburger which has a total of 378 stores, mostly located in the United States.

JFC operates the largest food service network in the Philippines. As of October 31, 2016, it was operating 2,565 restaurant outlets in the country: Jollibee brand 954, Chowking 465, Greenwich 241, Red Ribbon 385, Mang Inasal 453 and Burger King 67. Abroad, it was operating 671 stores: Yonghe King (China) 316, Hong Zhuang Yuan (China) 42, San Pin Wang (China) 68, Dunkin' Donuts (China) 8, Jollibee 157 (US 34, Vietnam 80, Brunei 14, Saudi Arabia 10, Qatar 4, Kuwait 4, Hong Kong 2, Singapore 4, Bahrain 1 and UAE 4), Red Ribbon in the US 33, Chowking 44 (US 16, UAE 19, Qatar 4, Oman 2, Kuwait 2 and Saudi Arabia 1), Jinja Bar (US) 3. The JFC Group had a total of 3,236 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 159, Pho 24 (Vietnam, Indonesia, Cambodia, Korea and Australia) 33, others 8; a 48% interest in joint venture for 12 Hotpot (China) 16 and a 40% interest in Smashburger that has 378 outlets, mostly in the United States. These joint ventures have a total of 594 stores worldwide, which are not included in JFC's consolidated store count.

On December 12, 2016, JFC announced that its wholly-owned subsidiary Jollibee Worldwide Pte. Ltd. (JWPL) shall divest its shareholdings in Guangxi San Pin Wang Food and Beverage Management Company Limited (San Pin Wang). JWPL's partner in San Pin Wang, Guangxi Zong Kai Food Beverage Investment Company Limited will acquire JFC's 55% share and will pay JWPL a total of RMB 90 Million for JWPL's stake.

On November 23, 2016, JFC through its wholly owned subsidiary acquired the 30% share of its partner in Happy Bee Foods Processing through an asset for equity swap to own 100% of the food processing plant, divest of a business line producing and selling food products for third party institutions in China. This move is intended to focus on supporting Yonghe King by further improving food quality, strengthening food safety and accelerating product innovations.

On November 18, 2016, JFC disclosed that it entered into an agreement through its subsidiary, JSF Investments Pte. Ltd. with its joint venture partner, Viet Thai International Joint Stock Company to make its joint venture company, Superfoods Group a public company by listing it in a Stock Exchange in Vietnam with an Initial Public Offering (IPO) on or before July, 2019. The Superfoods joint venture owns and operates the brands Highlands Coffee and Pho 24 and is a franchisee of Hard Rock Café. Highlands Coffee has 159 outlets, Pho 24 with 33 stores while Hard Rock Café has 3 outlets. The Superfoods joint venture, which has annual sales of USD55 million, is one of the fastest growing joint venture businesses of JFC, growing by 36% for the first nine months of 2016 with Highlands Coffee growing by approximately 78% over the same period a year ago.

#### **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 Finance Officer &  
Corporate Information Officer



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