



COVER SHEET

JOLLIBEE FOODS CORPORATION
(Company's Full Name)

10/F Jollibee Plaza Building
Emerald Avenue, 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 17-C
Signing of a Joint Venture Agreement
(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 **19 December 2014**
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. AVE., ORTIGAS CENTER
PASIG CITY**
Address of registrant's principal office

1600
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

<i>Title of each Class</i>	Number of shares of Common stock outstanding
Common	<u>1,066,790,190</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding share of 1,066,790,190 is inclusive of 4,394,780 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated December 17, 2014)	2,266,733
Shares applied for listing	-
Ending balance, as of December 19, 2014	2,266,733
 ELTIP Shares:	
Beginning Balance (as of December 17, 2014)	2,128,047
Shares applied for listing	-
Ending balance, as of December 19, 2014	2,128,047
TOTAL	4,394,780

11. Other Events

THE JOLLIBEE GROUP OF COMPANIES

JFC and RRJ to Acquire Territorial Rights to Expand and Operate the Dunkin' Donuts Brand in China

Metro Manila, Philippines, December 19, 2014 - Jollibee Foods Corporation (PSE: JFC) - Jollibee Foods Corporation, through its wholly owned subsidiary Jollibee Worldwide Pte. Ltd. ("JWPL") entered into a Joint Venture Agreement with Jasmine Asset Holding Ltd. ("Jasmine") to form a company (the "JV") to own and operate Dunkin' Donuts restaurants in the People's Republic of China.

Jasmine Asset Holding Ltd. is a wholly owned subsidiary of RRJ Capital Master Fund II, L.P., established by RRJ Capital. Founded in 2011, RRJ Capital is an Asian based investment firm with offices in Hong Kong and Singapore. RRJ Capital currently manages two funds with an aggregate size of USD 5.9 billion, invested in companies in China, North America and Europe. RRJ Capital's portfolio focuses on the following industries: energy, financial institutions, consumer, food and environmental services. RRJ Capital has significant investments in the food and consumer sectors in China.

JWPL will own 60% of the business, and Jasmine will own the other 40%. JWPL and Jasmine have committed to invest up to USD300 Million to the JV, of which up to USD180 Million will be contributed by JWPL in proportion to its ownership in the business. JWPL shall be responsible for directing the day to day operations of the business.

JWPL and Jasmine have also signed today, an agreement with Dunkin' Donuts Franchising LLC ("Dunkin'") to execute a Master Franchise Agreement ("MFA") between Dunkin' and the JV upon the organization of the JV and compliance with certain regulatory requirements for the execution of the MFA. Under the MFA to be signed, the JV will have the exclusive right to develop Dunkin' Donuts in the following territories in the People's Republic of China: Hong Kong, Macau, Fujian, Hunan, Jianxi, Guangdong, Hainan, Guanxi, Beijing, Tianjin, Hebei, Shangxi, Chongqing, Guizhou, Sichuan, Yunnan, Heilongjiang and Jilin. The JV will open and operate a minimum of 1,459 shops in the People's Republic of China over 20 years, based on an agreed development schedule.

Dunkin' Donuts is one of the world's leading baked goods and coffee chains, serving more than 5 million customers per day worldwide. Dunkin' Donuts sells more than 52 varieties of donuts and more than a dozen coffee beverages as well as an array of bagels, breakfast sandwiches and other baked goods. At the end of Q3 2014, there were 11,123 Dunkin' Donuts stores worldwide, including 7,941 franchised restaurants in 41 United States and 3,182 international shops in 34 countries.

Jollibee Foods Corporation operates the largest food service network in the Philippines. As of November 30, 2014, it was operating 2,283 restaurant outlets in the country: Jollibee brand 855, Chowking 407, Greenwich 209, Red Ribbon 319, Mang Inasal 453 and Burger King 40. Abroad, it was operating 603 stores: Yonghe King (China) 310, Hong Zhuang Yuan (China) 43, San Pin Wang (China) 48, Jollibee 119 (US 31, Vietnam 57, Brunei 12, Saudi Arabia 10, Qatar 3, Kuwait 3, Hong Kong 1 and Singapore 2), Red Ribbon in the US 33, Chowking 47 (US 19, UAE 20, Qatar 5, Oman 2 and Kuwait 1), Jinja Bar (US) 3. The JFC Group had a total of 2,886 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 75, Pho 24 (Vietnam, Indonesia, Philippines, Cambodia, Macau and Korea) 55, and 12 Sabu (China) 19.

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

Vice President – Corporate Finance
and Chief Finance Officer



VALERIE F. AMANTE

Vice-President-Corporate Legal
and Information Officer