COVER SHEET

S.E.C. Registration Number

JOLLIBEE FOODS CORPORATION

Company's Full Name

Office JOLLIBEE PLAZA BUILDING

10 F. ORTIGAS JR. AVENUE

ORTIGAS CENTER, PASIG CITY

Business Address: No. Street City / Town / Province

Contact Person

Company Telephone Number

31-Dec

Month Day Year

Fiscal Year

Signing of Master Franchise Agreement

17-C

Form Type

Any Day in June

Month Day Year

Annual Meeting

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
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 Master Franchise Agreement
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Document I.D.
1. Date of Report 05 January 2015

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

<table>
<thead>
<tr>
<th>Title of each Class</th>
<th>Number of shares of common stock &amp; warrants outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>1,066,790,190</td>
</tr>
<tr>
<td>Treasury Shares</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total common outstanding share of 1,066,790,190 is inclusive of 4,383,780 shares entrusted with Deutsche Regis Partners, Inc. with the following details

MSOP Shares:
   Beginning balance (per SEC Form 17-C dated December 29, 2014) 2,255,733
   Shares applied for listing
   Ending balance, as of January 5, 2014 2,255,733

ELTIP Shares:
   Beginning Balance (as of December 29, 2014) 2,128,047
   Shares applied for listing
   Ending balance, as of January 5, 2014 2,128,047
   TOTAL 4,383,780
11. Other Events

THE JOLLIBEE GROUP OF COMPANIES

Further to its disclosure last December 19, 2014, Jollibee Foods Corporation disclosed today that Golden Cup Pte. Ltd. and Dunkin Donuts Franchising LLC have signed a Master Franchise Agreement granting Golden Cup Pte. Ltd. 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. Golden Cup Pte. Ltd. is the joint venture company formed by Jollibee Worldwide Pte. Ltd. (a wholly owned subsidiary of JFC) and Jasmine Asset Holding Ltd. (a wholly owned subsidiary of RRJ Capital Master Fund II, L.P.).

[Nothing follows after this section. Signature page to follow]
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. BAYS
Vice President – Corporate Finance
and Chief Finance Officer

VALERIE F. AMANTE
Vice-President-Corporate Legal
and Information Officer