

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

**JFC Increases First Purchase Option in
Smashburger from 35% to 45%**

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

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)

17C Press Release

JFC Increases First Purchase Option in Smashburger from 35% to 45%

(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 **March 14, 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>1,076,583,542</u>
Treasury Shares: Common	<u>16,447,340</u>

Note: Total common outstanding share of 1,076,583,542 is inclusive of 2,631,645 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated March 10, 2017)	1,369,633
Shares applied for listing	-
Ending balance, as of March 14, 2017	<u>1,369,633</u>
ELTIP Shares:	
Beginning balance (per SEC Form 17-C dated March 10, 2017)	1,262,012
Shares applied for listing	-
Ending balance, as of March 14, 2017	<u>1,262,012</u>
TOTAL	<u>2,631,645</u>

11. Other Events

THE JOLLIBEE GROUP OF COMPANIES **JFC Increases First Purchase Option in Smashburger from 35% to 45%**

Denver, Colorado, USA, March 13, 2017/Metro Manila, Philippines, March 14, 2017 – Jollibee Foods Corporation (PSE: JFC)

Further to its October 27, 2015 disclosure, Jollibee Foods Corporation (“JFC”) disclosed today that JFC’s wholly owned subsidiary, Bee Good! Inc. (“BGI”) and Smashburger Master LLC (“Master”) have amended their agreement, to enable BGI to purchase from Master more shares in SJBFLC (the parent company of the Smashburger business) between the years 2018 to 2021. Under the original agreement, BGI was entitled to purchase from Master an additional 35% of SJBFLC between the years 2018 and 2021, and to acquire the balance of 25% between 2019 at the earliest and 2026 at the latest. With the amendment, BGI shall be entitled to purchase from Master an additional 45% of SJBFLC between the years 2018 and 2021 and acquire the balance of 15% between the years 2019 at the earliest and 2026 at the latest.

On October 13, 2015, JFC disclosed that BGI entered into an agreement with Master to acquire 40% of Smashburger®. On October 27, 2015, JFC disclosed the completion of said acquisition.

Smashburger is a leading Fast Casual “better burger” restaurant known for its fresh, never frozen, 100% Certified Angus Beef® burgers that are smashed on the grill to sear in the juices, creating an upscale quality burger packed with flavor and served at a great value. The chain is recognized in various surveys and publications as one of the best tasting burgers in the US. Smashburger, with headquarters in Denver, Colorado, currently has 374 restaurants, mostly in the United States.

JFC operates the largest food service network in the Philippines. As of January 31, 2017, it was operating 2,643 restaurant outlets in the country: Jollibee brand 979, Chowking 480, Greenwich 248, Red Ribbon 395, Mang Inasal 466 and Burger King 75. Abroad, it was operating 616 stores: Yonghe King (China) 312, Hong Zhuang Yuan (China) 44, Dunkin’ Donuts (China) 15, Jollibee 169 (US 35, Vietnam 86, Brunei 14, Saudi Arabia 10, Qatar 6, UAE 5, Kuwait 4, Singapore 4, Hong Kong 3, Bahrain 1 and Canada 1), Red Ribbon in the US 34, Chowking 42 (US 15, UAE 19, Qatar 3, Oman 2, Kuwait 2 and Saudi Arabia 1). The JFC Group had a total of 3,259 stores worldwide.


JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 171, 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 with 374 outlets, mostly in the United States. These joint ventures have a total of 602 stores worldwide, which are not included in JFC’s consolidated store count.

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 F. AMANTE

Vice-President and Head, Corporate Legal
& Corporate Information Officer