COVER SHEET

77487 S.E.C. Registration Number

JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F JOLLIBEE PLAZA BUILDING
10 F. ORTIGAS JR. AVENUE
ORTIGAS CENTER, PASIG CITY

(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 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
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

<table>
<thead>
<tr>
<th>Title of each Class</th>
<th>Number of shares of common stock outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>1,076,583,542</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

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: 1,369,633

ELTP 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: 1,262,012

TOTAL: 2,631,645
11. Other Events

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

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 SJBF LLC (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 SJBF LLC 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 SJBF LLC 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,
ever 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