SECURITIES AND EXCHANGE COMMISSION
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Company Information
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

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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)

Contact Person

Company Telephone Number

31-Dec
Month Day Year
Fiscal Year

Any Day in June
Month Day Year
Annual Meeting

Signing of Agreement
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
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
Signing of 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 October 13, 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 outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>1,069,636,821</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 1,069,636,821 is inclusive of 2,751,426 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:
- Beginning balance (per SEC Form 17-C dated October 12, 2015) 1,359,413
- Shares applied for listing
- Ending balance, as of October 13, 2015 1,359,413

ELTP Shares:
- Beginning Balance (per SEC Form 17-C dated October 12, 2015) 1,392,013
- Shares applied for listing
- Ending balance, as of October 13, 2015 1,392,013

TOTAL 2,751,426
11. Other Events

THE JOLLIBEE GROUP OF COMPANIES

JFC To Make Strategic Investment in US-Based “Smashburger”


Jollibee Foods Corporation (“JFC”), the largest Asian food company, disclosed today that JFC, through its wholly owned subsidiary Bee Good! Inc. (“BGI”), entered into an agreement with Smashburger Master LLC (“Master”), to acquire 40% of Smashburger®, a fast casual better burger brand based in the United States.

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 339 restaurants (184 company-owned and 155 franchised) worldwide in 35 states in the US and in 7 foreign markets. Smashburger estimates system wide sales of approximately USD339 million in 2015, an amount equivalent to 12% of JFC’s estimated worldwide system wide sales for the same year. Smashburger’s system wide sales have been growing at an annual rate of approximately 30% between 2011 and 2015 while its store network has been increasing annually by approximately 20%.

The transaction represents JFC’s largest acquisition to date, and its largest investment outside the Philippines.

JFC Chairman Mr. Tony Tan Caktiong gave the following statement: “Smashburger is one of the fastest growing restaurant brands in the US and we are very excited to work side by side with the owners and management of Smashburger as we continue its growth. This acquisition will make JFC’s presence in the US more significant, going beyond the Filipino market and serving mainstream consumers in the USD100 billion US burger market, a food segment which is estimated to be almost three times larger than the pizza, sandwich or coffee segment in terms of sales. This acquisition will make the US one of JFC’s most important markets and drivers of long term growth along with the Philippines, China and the Filipino markets abroad.”

“We at Smashburger are excited about our new strategic partnership with Jollibee,” commented Rick Schaden, Chairman and Founder of Smashburger. “As founders and entrepreneurs we both have built teams that focus on bringing the highest and best tasting food to our restaurant categories. Founder and Chairman, Tony Tan Caktiong and I share a true passion for the restaurant business having opened and operated our very first restaurants and we believe our companies still cultivate that spirit today as we initiate this partnership.”

Under the terms of its agreement with Master, BGI will pay Master approximately USD99 million for BGI's 40% equity share of Smashburger, based on a USD 335 million enterprise value and a USD 248 million equity value. This purchase will be financed partly from JFC’s cash reserves and partly from a 10-year bank borrowing. BGI has a mechanism in the agreement with Master to purchase up to an additional 35% of Smashburger between 2018 and 2021 and the balance of 25% between 2019 at the earliest and 2026 at the latest. The purchase price for the remaining 60% will be based on the achievement of certain financial
performance targets agreed between BGI and Master. The acquisition of BGI’s 40% stake is expected to be completed within 2015.

JFC was advised by J.P. Morgan as financial advisor, Pillsbury Winthrop Shaw Pittman LLP as legal advisor, and Isla Lipana & Co./PwC as accounting and tax advisor in this transaction. Master was advised by North Point Advisors as financial advisor and Paul, Weiss, Rifkind, Wharton & Garrison as legal advisor.

JFC presently owns and operates 87 restaurants in the United States primarily serving Filipino customers, consisting of Jollibee units with 32 outlets, Red Ribbon 33, Chowking 19, and Jinja 3. System wide sales in the US presently account for 5% of JFC’s worldwide system wide sales.

Jollibee Foods Corporation operates the largest food service network in the Philippines with a total of 2,384 outlets, as of August 31, 2015, with the following number of outlets: Jollibee 884, Chowking 422, Greenwich 221, Red Ribbon 354, Mang Inasal 457 and Burger King 46. It also has 629 outlets abroad with 415 in China, 87 in the US, and 127 in Southeast Asia and the Middle East for a total of 3,013 restaurant outlets worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 85, Pho 24 (Vietnam, Indonesia, Cambodia, and Korea) 39, and 12 Sabu (China) 20.
About Smashburger

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. In addition to burgers, Smashburger offers grilled or crispy chicken sandwiches, fresh salads, signature side items such as Haystack onions and Veggie Frites, and hand spun Häagen-Dazs® shakes. On each market menu, Smashburger offers locally inspired items like a regional burger, a regional side or a local craft beer. Beginning in 2007 in Denver, Colorado, there are currently 339 corporate and franchised Smashburger restaurants operating in 35 states and 7 countries. To learn more, visit www.smashburger.com.
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