SECURITIES AND EXCHANGE COMMISSION
SECBuilding, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

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The following document has been received:

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Receiving Branch: SEC Head Office
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Received From: Head Office

Company Representative

Doc Source

Company Information

SEC Registration No.: 0000077487
Company Name: JOLLIBEE FOODS CORP.
Industry Classification: Miscellaneous Business Activities
Company Type: Stock Corporation

Document Information

Document ID: 101212013002101
Document Type: 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code: 17-C
Period Covered: January 18, 2013
No. of Days Late: 0
Department: CFD
Remarks
COVER SHEET

JOLLIBEE FOODS CORPORATION
(Company’s Full Name)

10/F Jollibee Plaza
F. Ortigas Jr. 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)

Certification on Compliance with Corporate Governance
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

________________________________________
Cashier

________________________________________
Central Receiving Unit

________________________________________
LCU

________________________________________
DTU

77487
S.E.C REG. No.

________________________________________
File Number

________________________________________
Document I.D.
CERTIFICATION

Pursuant to the provision of our Corporate Governance Manual required under Securities and Exchange Commission Memorandum Circular No. 2 dated April 05, 2002, I hereby certify that:

1. Compliance with SEC Memorandum Circular No. 2 dated April 5, 2002, as well as all relevant Circulars on Corporate Governance have been monitored;

2. Jollibee Foods Corporation (the “Corporation”), its directors, officers and employees complied with all the leading practices and principles on good corporate governance as embodied in the Corporation's Manual of Corporate Governance (the “Manual”);

3. The Corporation also complied with the appropriate performance self-rating assessment and performance evaluation system to determine and measure compliance with the Manual;

4. There have been no major deviations from the Manual; and

5. The Corporation's directors and key officers have been equipped with the leading practices and principles on good corporate governance as embodied in the Manual.

YSMAEL V. BAYSA
Chief Finance Officer
Compliance Officer

Noted by:

TONY TAN CAKTIONG
President
REPUBLIC OF THE PHILIPPINES  
CITY OF PASIG  
S.S.

Before me, a notary public in and for the city named above, personally appeared:

Name                  Community Tax Certificate No.  
Ysmael V. Baysa     05042AB64  

Place/Date of Issue:  
Marikina 1/18/2013

who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took on oath before me as to such instrument.

Witness my hand and seal this ___ day of __________ 2013.

Jan 18 2013

Doc. No. 410  
Page No. 41  
Book No. 4  
Series of 2013

ATTY. AGATHA OLGA S. DE JESUS  
NOTARY PUBLIC  
Until December 31, 2013  
PTR No. 8410638 / Pasig City / January 2, 2013  
IBP No. 914022 / SSPA Chapter / January 3, 2013  
Roll No. 30929  
MCLE No. IV - 0064625 / Feb. 21, 2012
SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

Barcode Page
The following document has been received:

Receiving Officer/Encoder : Dharril Curanes
Receiving Branch : SEC Head Office
Receipt Date and Time : February 15, 2013 12:04:17 PM
Received From : Head Office

Company Information
SEC Registration No. : 0000077487
Company Name : JOLLIBEE FOODS CORP.
Industry Classification : Miscellaneous Business Activities
Company Type : Stock Corporation

Document Information
Document ID : 102152013001311
Document Type : 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code : 17-C
Period Covered : February 14, 2013
No. of Days Late : 0
Department : CFD
Remarks :
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  
   February 14, 2013

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, EMERALD AVENUE,
   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

<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>1,045,579,354</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 1,256,539 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST_201200003918 dated March 8, 2012) lodged with Deutsche Regis Partner's Inc. last March 8, 2012. It also includes 685,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST_201200001123 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.

11. Other Events

   Please see attached press release.
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 Finance Officer

AGATHA OLGA S. DE JESUS
Corporate Legal Counsel and
Corporate Information Officer
THE JFC GROUP OF COMPANIES
Jollibee Net Income Up 15% in 2012


Following are the highlights of the financial results of operations of Jollibee Foods Corporation based on its unaudited financial statements for the 4th quarter and the entire year of 2012:

(Note: All references versus same period last year.)

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>Quarter 4 Ended December 31</th>
<th>Year to Date Ended December 31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2011</td>
</tr>
<tr>
<td>System Wide Retail Sales</td>
<td>25,353</td>
<td>22,971</td>
</tr>
<tr>
<td>Revenues</td>
<td>19,549</td>
<td>17,775</td>
</tr>
<tr>
<td>Net Operating Income</td>
<td>1,455</td>
<td>1,284</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,248</td>
<td>1,181</td>
</tr>
<tr>
<td>Net Income Attributable to Equity</td>
<td>1,245</td>
<td>1,176</td>
</tr>
<tr>
<td>Holders of the Parent Company</td>
<td>1,191</td>
<td>1,141</td>
</tr>
<tr>
<td>Earnings Per Common Share - Basic</td>
<td>1.185</td>
<td>1.137</td>
</tr>
<tr>
<td>Earnings Per Common Share - Diluted</td>
<td>1.185</td>
<td>1.137</td>
</tr>
</tbody>
</table>

* Amounts in PhP Million, except % change and Per Share data.

The System Wide Sales of Jollibee Foods Corporation grew by 10.4% in the 4th quarter of 2012 compared to the same period in 2011 and by 12.3% for the entire year of 2012 driven by strong same store sales and by the expansion of store network. For the entire year, sales of its restaurant chains in the Philippines grew by 10.3% while those abroad rose by 21.7%. System Wide Sales is a measure of all sales to consumers, both from company owned and franchised stores.

Mr. Tony Tan Caktiong, JFC Chairman and CEO stated that system wide sales in all regions performed strongly in 2012 led by the China business which grew by 27.1%. Southeast Asia and the Middle East grew by 23.8%, Philippines by 10.3% and the United States by 9.2%. Brands in the Philippines performed strongly in 2012, both in sales and profit growth.

“Our efforts in strengthening the brands, improving the products and increasing the value to consumers are delivering strong results. As JFC celebrates its 35th year in 2013, we look forward to continued strong sales and profit growth this year and in the years ahead,” Mr. Tan Caktiong stated.

Jollibee Foods Corporation Chief Financial Officer Mr. Yismael V. Baysa disclosed that JFC’s reported profit included a write-off of Php371 million for closures of 14 stores in the United States and 31 in China. Excluding this write-off, operating income for the 4th quarter increased by 42.2% and net income increased by 27.6% while total year net income would have increased by 23.6% instead of 15.7%. Most of the assets written-off were leasehold improvements mainly in newly-developed properties like malls where the volume of visitors did not reach the level estimated before the store opening.

"The significant cost of the store closures prevented JFC from achieving an otherwise outstanding financial performance in 2012. We look forward to do a better job at making investments in new stores in the future,” Mr. Baysa stated.

JFC’s Return on Equity for the entire year rose from 17.6% in 2011 to 18.3% in 2012. Cash generated from operations reached Php8,006 million, up by 36.1% over the Php5,881 million generated in 2011. JFC paid its shareholders regular and special cash dividends of Php1.20 and Php1.00 per share, respectively for a total of Php2.20 per share, double the amount declared in 2011 of Php1.07 per share. The total cash dividends declared in 2012 represented 61.6% of earnings per share in the same year.

The Jollibee Group opened a total of 223 new stores in 2012; 135 in the Philippines and 88 abroad, broken down as follows: in the Philippines- Jollibee 39, Chowking 21, Red Ribbon 9, Greenwich 8, Mang Inasal 51 and Burger King 7; in China, Yonghe King 59, Hong Zhuang Yuan 2, San Pin Wang 6; in the United States, Jollibee 1, Chowking 1; in Southeast Asia and the Middle East, Jollibee 14, Chowking 5.
JFC operates the largest food service network in the Philippines. As of December 31, 2012, it was operating a total of 2,074 stores in the Philippines: Jollibee 780, Chowking 386, Greenwich 202, Red Ribbon 212 Mang Inasal 465 and Burger King 29. In foreign operations, the group had 554 stores: In China, Yonghe King 297, Hong Zhuang Yuan 46, San Pin Wang 40; in the US, Jollibee 27, Red Ribbon 32, Chowking 19, Chow Fun 3; in Southeast Asia and the Middle East, Jollibee 65 and Chowking 25 for a total of 2,628 stores worldwide.
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
(Form Type)

Amendment Designation (if applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Central Receiving Unit

Document I.D.
1. Date of Report 12 April 2013

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, EMERALD AVENUE,
   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

<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>1,045,969,655</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 1,500,000 and 3,507 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST_20120000003913 dated March 8, 2012) and 1,000,000 MSOP lodged with Deutsche Regis Partners Inc. last March 8, 2012 and November 9, 2012 respectively. It also includes 765,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partners Inc. on July 9, 2012.

11. Other Events

   Please see attached press release.
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. BATSA
Chief Finance Officer

AGATHA OLGA SI DE JESUS
Corporate Counsel &
Corporate Information Officer
THE JOLLIBEE GROUP OF COMPANIES

Jollibee Group 2012 Profit Rises by 15.4%


Following are the highlights of JFC’s results of operations in 2012 based on its audited consolidated financial statements. The audited consolidated financial statements differed only slightly from the unaudited financial statements that were reported on February 14, 2013 (by -0.3% in total assets, +0.2% in net income attributable to equity holders of the Parent Company and almost no change for revenues).

(Note: All references versus same period last year.)

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>Year to Date Ended December 31 (Audited)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2011</td>
</tr>
<tr>
<td>System Wide Retail Sales</td>
<td>92,271</td>
<td>82,170</td>
</tr>
<tr>
<td>Revenues</td>
<td>71,059</td>
<td>62,555</td>
</tr>
<tr>
<td>Net Operating Income</td>
<td>4,346</td>
<td>3,902</td>
</tr>
<tr>
<td>Net Income</td>
<td>3,713</td>
<td>3,254</td>
</tr>
<tr>
<td>Net Income Attributable to Equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holders of the Parent Company</td>
<td>3,728</td>
<td>3,232</td>
</tr>
<tr>
<td>Earnings Per Common Share - Basic</td>
<td>3.578</td>
<td>3.138</td>
</tr>
<tr>
<td>Earnings Per Common Share - Diluted</td>
<td>3.514</td>
<td>3.096</td>
</tr>
</tbody>
</table>

* Amounts in PhP Millions, except % change and Per Share data.

The consolidated revenues of Jollibee Foods Corporation, which include sales of company-owned stores, commissary sales to franchised stores, franchised fees and royalty fees grew by 13.6% in the entire year while system wide sales, a measure of all sales to consumers, both from company-owned and franchised stores rose by 12.3%.

JFC’s audited consolidated net income attributable to equity holders of the Parent Company increased by 15.4% in 2012 to PhP3,728.2 million compared to 2011.

JFC’s consolidated assets, liabilities and stockholders’ equity per its audited financial statements differed only slightly from those reported per the unaudited financial statements on February 14, 2013 to the PSE and the SEC.
The total assets of the company grew by 8.0% from Php38,881.7 million in 2011 to Php41,990.8 million in 2012 driven mainly by the increase of its cash. Net cash provided by operating activities increased by 38.4% in 2012 versus the amount made in 2011 due to profit growth and to decline in working capital level.

JFC spent Php3,755.9 million in capital expenditures in 2012 - slightly higher than the amount spent in 2011 of Php3,700.4 million.

Return on Equity (ROE) improved from 17.6% in 2011 to 18.3% in 2012 as net income attributable to equity holders of the Parent Company grew by 15.4% while stockholders' equity rose by only 8.3% after declaring regular and special cash dividends.

Today, April 11, 2013 JFC also disclosed that it declared a regular cash dividend of Php0.65 per share to stockholders of record as of May 7, 2013 payable on May 30, 2013. This represents a 12.1% increase over the regular cash dividend of Php0.58 per share paid at about the same time last year.

JFC operates the largest food service network in the Philippines. As of February 28, 2013, it was operating a total of 2,087 stores in the Philippines: Jollibee 782, Chowking 388, Greenwich 197, Red Ribbon 226, Mang Inasal 465 and Burger King 29. In foreign operations, the group had 564 stores: In China, Yonghe King 307, Hong Zhuang Yuan 46, San Pin Wang 39; in the US, Jollibee 27, Red Ribbon 31, Chowking 19, Chow Fun 3; in Southeast Asia and the Middle East, Jollibee 67 and Chowking 25 for a total of 2,651 stores worldwide.

*-----------------
COVER SHEET

77487
S.E.C. Registration Number

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(Company's Full Name)

Contact Person

Company Telephone Number

1 2 3 1
Month Day Year
Fiscal Year

SEC FORM 17-C
Cash Dividend Declaration
FORM TYPE

0 6 1 A N Y
Month Day Year
Annual Meeting

Secondary License Type, If Applicable

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
Cash Dividend Declaration
(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.
1. Date of Report 11 April 2013
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, EMERALD AVENUE, 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

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

Note: Total outstanding common shares inclusive of 1,500,000 and 3,507 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST_201200003918 dated March 8, 2012) and 1,000,000 MSOP lodged with Deutsche Regs Partner’s Inc. last March 8, 2012 and November 9, 2012 respectively. It also includes 785,765 ELIIP shares exercised by employee participants, to be deducted from the 1,490,000 shares (per PSE Disclosure No. WLIST_201200001273 dated July 9, 2012) lodged also with Deutsche Regs Partner’s Inc. on July 9, 2012.

11. Other Events

Jollibee Foods Corporation (JFC) announced that its Board of Directors approved today, April 11, 2013 a cash dividend of Php0.65 per share of common stock for all shareholders of record as of May 7, 2013. This will be distributed on May 30, 2013. This cash dividend is 12.1% higher than that declared in the same period last year.
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

AGATHA OLGA DE JESUS
Corporate Counsel & CIO
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
2012 Audited Financial Statements
(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.
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 12 April 2013
2. Commission identification number 77437
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, emerald avenue, 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
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</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 1,500,000 and 3,507 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST_2012000003918 dated March 8, 2012) and 1,000,000 MSOP lodged with Deutsche Regis Partner’s Inc. last March 8, 2012 and November 9, 2012 respectively. It also includes 785,765 ELTP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST_2012000011273 dated July 8, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other events

Please see attached 2012 audited financial statements (parent and consolidated).
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. BAYSAN
Chief Finance Officer

AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
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
Press Release
(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.

Central Receiving Unit
1. Date of Report         May 15, 2013
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, EMERALD AVENUE, 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

<table>
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<th>Number of shares of Common stock outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>1,046,195,554</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 215,540 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST_2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner's Inc. on November 9, 2012. It also includes 785,765 ELTP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.

11. Other Events  
   Please see attached press release.
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
Registrar

[Signatures]

CORAZON B. PALOMAR
Director – Investor Relations

AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
Financial Results for the Quarter ended March 31, 2013

Following are the highlights of the financial results of operations of Jollibee Foods
Corporation and Subsidiaries for the quarter ended March 31, 2013:

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>YTD March</th>
<th>2013</th>
<th>2012</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>System Wide Retail Sales</td>
<td></td>
<td>23,837</td>
<td>21,554</td>
<td>10.6%</td>
</tr>
<tr>
<td>Revenues</td>
<td></td>
<td>18,155</td>
<td>16,486</td>
<td>10.1%</td>
</tr>
<tr>
<td>Net Operating Income</td>
<td></td>
<td>1,176</td>
<td>885</td>
<td>32.9%</td>
</tr>
<tr>
<td>Net Income</td>
<td></td>
<td>881</td>
<td>682</td>
<td>29.0%</td>
</tr>
<tr>
<td>Net Income Attributable to Equity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holders of the Parent Company</td>
<td></td>
<td>895</td>
<td>672</td>
<td>33.0%</td>
</tr>
<tr>
<td>Earnings Per Common Share - Basic</td>
<td></td>
<td>0.854</td>
<td>0.649</td>
<td>31.6%</td>
</tr>
<tr>
<td>Earnings Per Common Share - Diluted</td>
<td></td>
<td>0.851</td>
<td>0.645</td>
<td>31.9%</td>
</tr>
</tbody>
</table>

*Amounts in PHP Millions, except % change and Per Share data.

Jollibee Foods Corporation (JFC), the country’s largest food service company posted a
net income (attributable to equity holders of the parent) of PHP 894.7 million in the first
quarter of 2013, rising by 33.0% versus the net income in the first quarter of 2012. Strong
same store sales growth and improvement in operating margin drove the significant increase
in profit. Operating income amounted to PHP1,176.2 million, an increase of 32.9% over the
same period last year. As a percent of revenues, operating income improved by 1.1% points,
from 5.4% in the first quarter of 2012 to 6.5% in the first quarter of 2013. Earnings per share
increased by 31.6% to PHP0.854.

System Wide Sales, a measure of all sales to consumers, both from company-owned
and franchised stores grew by 10.6% in the first quarter compared to the same period in 2012.
The Philippine business grew by 9.7%, China by 18.9%, Southeast Asia and the Middle East
by 22.9% while the United States declined slightly by -0.7%. Foreign business sales grew by
14.5%.

Mr. Tony Tan Caktiong, JFC Chief Executive Officer commented that new product
introductions, existing product improvement and very good product value perception by
consumers have been driving same store sales growth across brands in the Philippines and in
other countries.

"In the Philippines, practically all same store sales growth came from increased
volume from higher consumer visits. The stable commodity prices and low inflation rates
allowed us to avoid price increases while continuously improving our product menu, taste
and quality. The healthy growth of the economy and the election spending also contributed
to our strong sales performance," he stated.
Same store sales growth pertains to restaurants that were already open at least a year ago. It excludes sales growth from new store opening.

JFC Chief Financial Officer Mr. Yismael V. Baysa disclosed that higher restaurant operating profit margins across businesses around the world drove operating income to a 32.9% growth. Gross profit margins increased from 16.2% in 2012 to 18.1% in 2013. The most significant profit improvement came from the Philippines and China.

Mr. Baysa also disclosed that JFC's capital expenditure budget for 2013 amounts to Php 5.5 billion, 73% of which is for investments in new stores and in renovations of existing stores. "Our planned network expansion in 2013, along with strong same store sales performance should enable us to achieve healthy sales growth both in the Philippines and abroad for the balance of the year," he stated.

The JFC Group operates the Philippines' largest restaurant network. As of March 31, 2013, it was operating a total of 2,090 stores in the country: Jollibee brand 783, Chowking 389, Greenwich 197, Red Ribbon 228, Mang Inasal 464 and Burger King 29. Abroad, it was operating 562 stores: Yonghe King (China) 306, Hong Zhuang Yuan (China) 46, Jollibee (US 26, Vietnam 40, Brunei 13, Jeddah 9, Qatar 3, HongKong, Kuwait and Singapore 1 each), Red Ribbon in the US 31, Chowking 43 (US 19, Dubai 19, Indonesia 1, Qatar 3 and Oman 1), Chow Fun (US) 3. San Pin Wang, JFC's new acquisition in China added 39 stores for a total of 2,652 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 71, Pho 24 (Vietnam, Indonesia, Philippines, Japan) 65, and 12 Sabu (China) 3.
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
(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.

Jollibee Foods Corporation
5/F Jollibee Plaza, Emerald Avenue, Ortigas Center, Pasig 1605 Philippines
Trunk Line 63 2 634-1111
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 June 10, 2013

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, EMERALD AVENUE,
    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

    Title of each Class                              Number of shares of
    Common                                      Common stock outstanding
    Treasury Shares: 1,046,515,304
    Common                                      16,447,340

Note: Total outstanding common shares inclusive of 512,290 MSOP shares exercised by employee
participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No.
WLIST_2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner’s Inc. on November 9,
2012. It also includes 795,765 ELTIP shares exercised by employee participants, to be deducted from the
1,400,000 ELTIP shares (per PSE Disclosure No. WLIST_201200001273 dated July 9, 2012) lodged also with
Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

Mr. Felipe B. Alfonso, an independent director of the Corporation, passed away on April
5, 2013.
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

AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
June 10, 2013

Securities and Exchange Commission
SEC Building, EDSA, Greenhills,
Mandaluyong City, Metro Manila

Attention: Acting Director Justina F. Callangan
Corporate Finance Department

Dear Acting Director Callangan:

We refer to your letter of May 21, 2013, a copy of which was received on June 5, 2013, directing the Company to submit SEC Form 17-C and to show cause why it should not be held liable for violation of SRC Rule 17.1(A)(iii).

Rule 17.1(A)(iii) of the Securities Regulation Code ("SRC") requires an issuer to file with the Securities and Exchange Commission (the "Commission"):

[A] current report on SEC Form 17-C, as necessary, to make a full, fair and accurate disclosure to the public of every material fact or event that occurs, which would reasonably be expected to affect investors' decisions in relation to those securities. xxx (Underscoring supplied)

The disclosure shall be made by the issuer to the Commission:

...within five (5) days after the occurrence of the event being reported, unless substantially similar information as that required by Form 17-C has been previously submitted to the Commission by the registrant. [Rule 17.1(A)(iii)(2)(c)]

We believe that the demise of our independent director, Mr. Felipe B. Alfonso, is not reasonably expected to affect investors' decisions with regard to the Corporation's shares, hence we did not disclose the same under 17.1(A)(iii) within 5 days from his death. We have, however, disclosed this information in the Company's Annual Report, which was submitted to the Honorable Commission on April 15, 2013. This disclosure was reiterated in the Company's subsequent filings, namely the Preliminary Information Statement, which was submitted on May 20, 2013, the Definitive Information Statement which was submitted on May 28, 2013, and the Amended Annual Report, which was submitted on June 5, 2013.
That said, we now respectfully submit the attached Form 17-C formally disclosing Mr. Alfonso's death for purposes of compliance with the Commission’s letter.

We trust that we have sufficiently complied with your directive. We thank you in advance for your kind consideration.

Very truly yours,

[Signature]

Agatha Olga S. de Jesus
Corporate Counsel
SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

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Company Representative

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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

Document ID 107012013004232
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code 17-C
Period Covered June 28, 2013
No. of Days Late 0
Department CFD
Remarks
COVER SHEET

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

S.E.C. Registration Number

Contact Person

Company Telephone Number

SEC Form 17-C

Month Day Year
Fiscal Year

Secondary License Type, If Applicable

Month Day Year
Annual Meeting

Amended Articles Number/Section

Total Amount of Borrowings

Domestic
Foreign

Total no. of Stockholders

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I.D.

Cashier

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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

Election of Directors and Officers for Year 2013;
Appointment of Committee Members

(Secondary License Type and File Number)

Cashier

LCU

Central Receiving Unit

DTU

77487
S.E.C REG. No.

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 28 June 2013

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, EMERALD AVENUE, 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

   Title of each Class
   Number of shares of common stock & warrants outstanding

   Common
   1,019,827,518

   Treasury Shares
   16,447,340
11. Item 9. Other Events

a. During the Annual Stockholders' Meeting of the Company, the stockholders elected the following as the Company's Directors for the year 2013:

   Tony Tan Caktiong
   Ernesto Tamamtiong
   William Tan Untiong
   Joseph C. Tanbuntiong
   Ang Cho Sit
   Antonio Chua Poe Eng
   Ret. Chief Justice Artemio Panganiban
   Monica Jacob (Independent Director)
   Cezar P. Consing (Independent Director)

b. At the organizational meeting that immediately followed the stockholders meeting, the following are elected as officers of the Company:

   Tony Tan Caktiong, as President and Chief Executive Officer;
   Ernesto Tamamtiong, as Treasurer and Chief Operating Officer; and
   William Tan Untiong, as Corporate Secretary.

c. The following were also appointed as members of the Board Committees:

   **EXECUTIVE COMMITTEE**

   Tony Tan Caktiong
   Ernesto Tamamtiong
   William Tan Untiong
   Joseph C. Tanbuntiong
   Ret. Chief Justice Artemio Panganiban

   **NOMINATION COMMITTEE**

   Ret. Chief Justice Artemio Panganiban – Head
   Ernesto Tamamtiong – Member
   Ang Cho Sit – Member
   Monica C. Jacob - Member

   **COMPENSATION COMMITTEE**

   Tony Tan Caktiong – Head
   Ret. Chief Justice Artemio Panganiban – Member
   Joseph C. Tanbuntiong – Member
   Cezar P. Consing - Member

   **AUDIT COMMITTEE**

   Monica Jacob – Head
   Cezar P. Consing – Member
   Antonio Chua Poe Eng – Member
   William Tan Untiong - Member
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 Finance Officer

AGATHA OLGA S. DE JESUS
Corporate Legal Counsel and
Corporate Information Officer
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Company Representative

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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

Document ID: 107102013004624
Document Type: 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code: 17-C
Period Covered: July 09, 2013
No. of Days Late: 0
Department: CFD
Remarks:
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

Top 100 Stockholders
As of June 30, 2013

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number
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 9 July 2013

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, EMERALD AVENUE, 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

Title of each Class Number of shares of common stock & warrants outstanding

Common 1,047,406,356
Treasury 16,447,340

Note: Total outstanding common shares inclusive of 48,466 shares subject for listing. These represent shares purchased by employee/s in connection with JFC’s Management Stock Option Plan (MSOP). It also includes 942,876 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLISL_2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner’s Inc. on November 9, 2012, and 855,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLISL2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.
11. Other Events

Please see attached list of Top 100 Stockholders as of June 30, 2013

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

AGATHA OLGA DE JESUS
Corporate Counsel & CIO
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
Press Release
(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.

Central Receiving Unit
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 August 6, 2013

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, EMERALD AVENUE,
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

<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>1,048,494,291</td>
</tr>
<tr>
<td>Treasury Shares: Common</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with JFC’s Management Stock Option Plan (MSOP). It also includes 264,673 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLIST_201300025015 dated April 2, 2013, and 1,225,059 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST_201200011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

Please see attached press release.
THE JOLLIBEE GROUP OF COMPANIES  
JFC Sustains Strong Profit Growth  

Financial Results for the Quarter ended June 30, 2013  

Following are the highlights of the financial results of operations of Jollibee Foods  
Corporation and Subsidiaries for the quarter ended June 30, 2013:

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>Quarter 2 Ended June 30</th>
<th>Year-to-date Ended June 30</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td>System Wide Retail Sales</td>
<td>26,067</td>
<td>22,949</td>
<td>13.6%</td>
</tr>
<tr>
<td>Revenues</td>
<td>19,913</td>
<td>17,680</td>
<td>12.8%</td>
</tr>
<tr>
<td>Net Operating Income</td>
<td>1,150</td>
<td>1,046</td>
<td>45.4%</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,120</td>
<td>937</td>
<td>30.1%</td>
</tr>
<tr>
<td>Net Income Attributable to Equity Holders of the Parent Company</td>
<td>1,211</td>
<td>915</td>
<td>32.4%</td>
</tr>
<tr>
<td>Earnings Per Common Share - Basic</td>
<td>1,155</td>
<td>879</td>
<td>31.4%</td>
</tr>
<tr>
<td>Earnings Per Common Share - Diluted</td>
<td>1,150</td>
<td>875</td>
<td>31.4%</td>
</tr>
</tbody>
</table>

*Figures in PhP Million, except % change and per share data.

Jollibee Foods Corporation (JFC), the country’s largest food service company posted a  
net income (attributable to equity holders of the parent) of PhP1.2 billion in the second  
quarter of 2013, rising by 32.4% versus the net income in the second quarter of 2012.  
Operating income increased by 45.4% to PhP1.6 billion while operating income margin  
improved by 1.8% points, from 6.0% in the second quarter of 2012 to 7.8% in the second  
quarter of 2013. Basic earnings per share increased by 31.4% to PhP1.155.

System Wide Sales, a measure of all sales to consumers, both from company-owned  
and franchised stores grew by 13.6% in the second quarter compared to the same period in  
2012. Of this growth rate, global store network expansion accounted for 5% while worldwide  
same store sales growth contributed 9%, mostly from higher volume of purchases by  
customers. Same store sales growth pertains to restaurant outlets that were at least 15 months old.

The Philippine business reported a 12.6% growth in system-wide sales while the  
foreign business increased by 17.5% with China growing by 18.3%, Southeast Asia and the  
Middle East by 34.8% and the US by 6.3%.

JFC Chairman and Chief Executive Officer Mr. Tony Tan Caktiong stated that JFC’s  
healthy performance took place across the board --- in practically all brands in all countries.  
"Our new products, improvement of existing products and consistency of our service quality  
while maintaining stable prices have increased the value of our products and services to our  
customers. These drove strong same store sales growth in all our brands in the Philippines.  
Abroad, Yonghe King, our flagship brand in China has been getting stronger even in a  
challenging business environment. Our businesses in Southeast Asia, the United States and  
the Middle East continued to grow robustly. We look forward to creating even better  
products, better quality of services with even greater value to our customers in the future, to  
be made possible by an even stronger organization." Mr. Tan stated.
Jollibee Foods Corporation Chief Financial Officer Mr. Yismael V. Baysa disclosed that Gross Profit Margins in the 2nd quarter improved by 1.9% points versus the amount in the same period last year as sales continued to be strong while cost of raw materials remained stable. More importantly, store operating expenses as percentages of sales improved significantly as same store sales rose strongly while expenses were effectively controlled. JFC's profit before income tax margin improved significantly from 6.3% of revenues in the second quarter of 2012 to 8.1% of revenues in the same period in 2013; and for the first six months of the year; from 5.9% of revenues in 2012 to 7.4% of revenues in 2013. JFC's annualized Return on Equity reached 19.2% in the second quarter of 2013, up from 15.8% in the same period last year.

JFC declared a special cash dividend amounting to Php2.00 per share to be paid in October 2013. This is double the special cash dividend paid in 2012. "The significant increase in our cash dividends reflects the healthy cash flows of the business," Mr. Baysa stated. "Along with our higher cash dividends in 2013, we are planning to make one of our largest annual capital investments in 2013. We have allotted Php5.5 billion of capital expenditures for 2013, mostly for investments in new stores and in renovations and upgrade of existing stores. We look forward to a higher pace of new store opening in the second half of the year." Earlier in April 2013, JFC declared Php0.65 per share regular cash dividend.

The JFC Group operates the Philippines' largest restaurant network. As of June 30, 2013, it was operating a total of 2,102 stores in the country: Jollibee brand 791, Chowking 388, Greenwich 198, Red Ribbon 234, Mang Inasal 461 and Burger King 30. Abroad, it was operating 569 stores: Yonghe King (China) 309, Hong Zhuang Yuan (China) 44, San Pin Wang (China) 41, Jollibee 98 (US 28, Vietnam 41, Brunei 13, Jeddah 9, Qatar 3, Kuwait 2, Hong Kong and Singapore 1 each). Red Ribbon in the US 30, Chowking 44 (US 20, Dubai 19, Qatar 4 and Oman 1), Chow Fun (US) 3. The JFC Group has a total of 2,671 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, Japan) 60, and 12 Sabu (China) 3.
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 Finance Officer

AGATHA OLGA S. DE JESUS
Corporate Counsel & Corporate Information Officer
COVER SHEET

JOLLYBEE 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
(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.

Central Receiving Unit
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 August 6, 2013

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, Emerald Avenue,
    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

    Title of each Class Number of shares of Common stock outstanding
    Common 1,048,494,291
    Treasury Shares: 16,447,340
    Common

Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with JFC’s Management Stock Option Plan (MSOP). It also includes 264,679 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WUST_201300025035 dated April 2, 2013), and 12,220,308 ELTP shares exercised by employee participants, to be deducted from the 1,400,000 ELTP shares (per PSE Disclosure No. WUST_201200011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Item 9. Other Events

    Please see attached.
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. BAYSÁ
Chief Finance Officer

AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
THE JOLLIBEE GROUP OF COMPANIES
JFC to Appoint New CEO


Jollibee Foods Corporation disclosed today that its Board of Directors approved the appointment of Mr. Ernesto Tanmantiong as President and Chief Executive Officer of Jollibee Foods Corporation effective July 1, 2014. Mr. Tony Tan Caktiong, currently Chairman of the Board of Directors and Chief Executive Officer and President of Jollibee Foods Corporation, will remain as Chairman of the Board. The appointment of Mr. Tanmantiong as CEO is part of the company’s succession plan for the organization as it builds a stronger and larger business for the future.

Mr. Ernesto Tanmantiong, 55, joined JFC in 1978 as a Store Manager. He rose to become an Area Manager, moving up to Assistant Operations Manager, and then Operations Manager. In 1986, he was Vice-President for Operations while serving concurrently as Executive Vice-President. In November 2006, he was appointed as President of the Jollibee Business Unit, making him responsible for the overall management and growth of the Jollibee brand both locally and overseas. In January 2012, he was appointed Chief Operating Officer of JFC Philippines. In this capacity, he became in charge of the profitability and growth of JFC’s 6 local brands, namely: Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal and Burger King and the Global Filipino markets in the following countries: the Middle East, USA, Brunei, Singapore and Hong Kong. In addition, he has been responsible for the JFC Corporate Services Group which includes: Supply Chain, Purchasing, Engineering, Quality Management, Information Management, and Accounting and Employee Shared Services.

As President of the Jollibee Business Unit, Mr. Tanmantiong has been able to sustain Jollibee brand’s dominant leadership in the fast food industry in the Philippines and has accelerated its expansion abroad. From 566 stores in the Philippines with system wide sales of 25 Billion Pesos in 2006, the Jollibee brand has grown to 780 stores with system wide sales of 45 Billion Pesos in 2012 and from 26 Jollibee stores in 6 foreign countries in 2006 to 92 stores in 7 countries in 2012. As Chief Operating Officer of JFC Philippines since January 2012, he has led in further strengthening JFC’s various brands in the country and in significantly improving their profitability and profit contribution to the JFC Group. He has also been able to increase the organization capability of JFC’s Corporate Services Group in supporting the expansion of the businesses in the Philippines and abroad.
Mr. Tanmantiong graduated from the Ateneo De Manila University with a degree of Bachelor of Science in Business Management (1979). He also attended the Advanced Management Program at the Harvard Business School at Boston, Massachusetts (2013).

Mr. Tony Tan Caktiong, currently Chairman of the Board and President and Chief Executive Officer of Jollibee Foods Corporation gave the following statement: "We have been preparing Ernesto for assuming greater responsibilities. His performance has clearly demonstrated that he is ready to lead the Jollibee Group as its new CEO. He is the right person to lead our organization in building an even stronger, larger and more successful business in the future here in the Philippines and abroad. We are making the announcement one year early as part of our change management in the organization. Mr. Ernesto Tanmantiong is a brother of Mr. Tony Tan Caktiong.

While stepping down as CEO, Mr. Tan Caktiong, 60, will continue to provide direction and guidance as Chairman of the Board of JFC, and will remain active in exploring new ventures and partnerships, as well as in product research and development for the Jollibee Group of Companies.

Mr. Tony Tan Caktiong created the Jollibee brand in 1978, starting with only two ice cream parlors. He has since then, built Jollibee Foods Corporation into a multi-brand restaurant company with dominant market share leadership in the Philippines and rapidly growing businesses in 11 foreign countries in Asia, North America and the Middle East. JFC, under Mr. Tan Caktiong's leadership, has grown very consistently and profitably in 35 years and is now one of the largest Asian food service companies and one of the most highly valued publicly listed restaurant companies in the world.

**************************************************

[Signature]
COVER SHEET

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(S.E.C. Registration Number)

Contact Person

Company Telephone Number

1231
Month Day Year
Fiscal Year

Cash Dividend Declaration

06ANY
Month Day Year
Annual Meeting

Secondary License Type, if Applicable

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 ID.

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
Cash Dividend Declaration
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Central Receiving Unit

Document I.D.
1. Date of Report  6 August 2013
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, EMERALD AVENUE, 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

<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>1,048,494,291</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee(s) in connection with JFC’s Management Stock Option Plan (MSOP). It also includes 264,679 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WUST_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner’s Inc. on April 2, 2013, and 1,229,098 ELTP shares exercised by employee participants, to be deducted from the 1,400,000 ELTP shares (per PSE Disclosure No. WUST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

   The Board of Directors of Jollibee Foods Corporation (JFC) approved in its meeting held on August 6, 2013 the declaration of a special cash dividend of Php2.00 per share for stockholders of record as of September 19, 2013. This is double the special cash dividend of Php1.00 per share declared in 2012. The Php2.00 special cash dividend is payable on October 14, 2013.
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

AGATHA OLGA DE JESUS
Corporate Counsel & CIO
SECRETARY'S CERTIFICATE

I, VALERIE FERIA AMANTE, Filipino, of legal age and with office address at the 10th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the appointed Assistant Corporate Secretary of JOLLIBEE FOODS CORPORATION (the “Corporation”), a corporation duly organized and existing under Philippine law, with business address at the 10th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, hereby certify on behalf of the Corporation that:

1. The following is a true and correct copy of the resolutions adopted and approved by the Board of Directors of the Corporation on August 6, 2013:

   RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2007-2008, a special cash dividend of P2.00 per common share, due to all stockholders of record as of September 19, 2013 (ex-dividend date of September 16, 2013) and payable on October 14, 2013.

2. The above-mentioned resolutions have not been amended, modified or rescinded, and are in full force and effect as of the date hereof.

3. The foregoing statements are true and correct and in accordance with the records of the Corporation.

IN WITNESS WHEREOF, I have hereunto set my hand this August 6, 2013 at Pasig City.

VALERIE FERIA AMANTE
Assistant Corporate Secretary

REPUBLIC OF THE PHILIPPINES )
CITY OF PASIG ) S.S.

BEFORE ME, a Notary Public in and for the city named above, personally appeared:

Name: Valerie Feria Amante
SSS ID: 07-1769247-1

who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took an oath before me as to such instrument.

Witness my hand and seal this August 6, 2013.

ATTY. AGATHA OLGA S. DE JESUS
NOTARY PUBLIC

[Notary Public Seal]

Doc. No. 107
Page No. 23
Book No. 4
Series of 2013.

MCLB No. IV - 0064625 / Feb 21, 2012

PWR No. 010625 / Pasig City / January 2, 2013
PS No. 3210925 / Pasig City / January 9, 2013
Roll No. 50925

[Notary Public Seal]

ATTY. AGATHA OLGA S. DE JESUS
NOTARY PUBLIC

[Notary Public Seal]

[Notary Public Seal]
The following document has been received:

Receiving Officer/Encoder: Catherine E. Galiza
Receiving Branch: SEC Head Office
Receipt Date and Time: August 14, 2013 02:36:02 PM
Received From: Head Office

Company Representative
Doc Source

Company Information
SEC Registration No.: 0000077487
Company Name: JOLLIBEE FOODS CORP.
Industry Classification: Miscellaneous Business Activities
Company Type: Stock Corporation

Document Information
Document ID: 108142013002789
Document Type: 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code: 17-C
Period Covered: August 13, 2013
No. of Days Late: 0
Department: CFD
Remarks:
COVER SHEET

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(Securities and Exchange Commission

S.E.C. Registration Number)

(Contact Person)

Company Telephone Number

17-C Settlement of Penalty

Month Day Year
Annual Meeting

Secondary License Type, If Applicable

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

Settlement of Penalty

(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Central Receiving Unit

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: August 13, 2013
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, Emerald Avenue, 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

<table>
<thead>
<tr>
<th>Title of each Class</th>
<th>Number of shares of Common stock outstanding</th>
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</thead>
<tbody>
<tr>
<td>Common</td>
<td>1,048,499,671</td>
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<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 14,401 MSOP shares subject for listing. These represent shares purchased by employee's in connection with JFC’s Management Stock Option Plan (MSOP). It also includes 270,009 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WLIST_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner’s Inc. on April 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST_201200011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

The Company settled the fine of PhP64,000.00 imposed by the Securities and Exchange Commission due to its delayed submission of the 17-C on the demise of Mr. Felipe B. Alfonso.
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

AGATHA OLGA S. DE JESUS
Corporate Legal Counsel &
Corporate Information Officer
SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 729-5233 Email: mis@sec.gov.ph

Barcode Page
The following document has been received:

Receiving Officer/Encoder : Marites S. Guevarra
Receiving Branch : SEC Head Office
Receipt Date and Time : August 30, 2013 04:58:20 PM
Received From : Head Office

Company Representative

Doc Source

Company Information

SEC Registration No. 0000077487
Company Name JOLLIBEE FOODS CORP.
Industry Classification Miscellaneous Business Activities
Company Type Stock Corporation

Document Information

Document ID 108302013002646
Document Type 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code 17-C
Period Covered August 30, 2013
No. of Days Late 0
Department CFD
Remarks
COVER SHEET

77487
S.E.C. Registration Number

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(Company's Full Name)

(Business Address: No. Street City / Town / Province)

Contact Person

Company Telephone Number

1231
Month Day Year
Fiscal Year

17-C

06ANY
Month Day Year
Annual Meeting

Secondary License Type, If Applicable

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

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
Retirement of a Corporate Officer
(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.
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 August 30, 2013
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, EMERALD AVENUE,
   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

<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>1,048,567,860</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 338,248 MSOP shares exercised by employee participants, to be deducted from the 500,000 MSOP shares (per PSE disclosure No. WUJST_2013000025035 dated April 2, 2013) lodged with Deutsche Regis Partner’s Inc. on April 2, 2013. It also includes 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WUJST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.
11. Other Events

Jollibee Foods Corporation announced today that John Victor Tence, Vice President for Corporate Human Resources, is retiring effective on close of business hours of August 31, 2013. Mr. Tence has been with JFC since 2003 and has been instrumental in building the current management team of JFC. There is, as yet, no replacement for Mr. Tence.
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

YSMALY. BAYSA
Chief Finance Officer

AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
SECURITIES AND EXCHANGE COMMISSION
SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

Barcode Page
The following document has been received:

Receiving Officer/Encoder: Catherine E. Galiza
Receiving Branch: SEC Head Office
Receipt Date and Time: October 09, 2013 09:42:36 AM
Received From: Head Office

Company Representative

Doc Source

Company Information
SEC Registration No.: 0000077487
Company Name: JOLLIBEE FOODS CORP.
Industry Classification: Miscellaneous Business Activities
Company Type: Stock Corporation

Document Information
Document ID: 110092013000869
Document Type: 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code: 17-C
Period Covered: October 09, 2013
No. of Days Late: 0
Department: CFD
Remarks: 
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 17-C

Top 100 Stockholders
as of September 30, 2013
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Central Receiving Unit

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 9 October 2013

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, EMERALD AVENUE, 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

    Title of each Class          Number of shares of
                                Common stock outstanding

    Common                      1,050,000,060
    Treasury Shares: Common     16,447,340

Note: Total outstanding common shares inclusive of 5,666 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP) respectively. It also includes 534,425 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner’s Inc. on August 2, 2013, and 1,229,096 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

    Please see attached list of Top 100 Stockholders as of September 30, 2013.
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

AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
SECURITIES AND EXCHANGE COMMISSION
SECBuilding, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines
Tel: (632) 726-0931 to 39 Fax: (632) 725-5293 Email: mis@sec.gov.ph

Barcode Page
The following document has been received:

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Receiving Branch: SEC Head Office
Receipt Date and Time: October 10, 2013 01:50:31 PM
Received From: Head Office

Company Information

SEC Registration No.: 0000077487
Company Name: JOLLIBEE FOODS CORP.
Industry Classification: Miscellaneous Business Activities
Company Type: Stock Corporation

Document Information

Document ID: 110102013002991
Document Type: 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code: 17-C
Period Covered: October 10, 2013
No. of Days Late: 0
Department: CFD
Remarks: 

Doc Source

Company Representative
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)

Public Ownership Report
as of September 30, 2013
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

Central Receiving Unit

LCU

DTU

77487
S.E.C REG. No.

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 10 October 2013

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, Emerald Avenue, 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

    | Title of each Class | Number of shares of common stock outstanding |
    |--------------------|---------------------------------------------|
    | Common             | 1,050,000,060                               |
    | Treasury Shares:   |                                             |
    | Common             | 16,447,340                                  |

Note: Total outstanding common shares inclusive of 5,668 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP) respectively. It also includes 534,425 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST_20130000002944 dated August 2, 2013) lodged with Deutsche Regis Partners Inc. on August 2, 2013, and 1,229,098 EL TIP shares exercised by employee participants, to be deducted from the 1,400,000 EL TIP shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

    Attached is a copy of the Computation of Public Ownership Report as of September 30, 2013.
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

AGATHA OLGA S. DE JESUS
Corporate Legal Counsel and
Corporate Information Officer
<table>
<thead>
<tr>
<th>Directors:</th>
<th>% to Total Outstanding Shares</th>
<th>Number of Shares/ Shares net of Total Shares net of Treasury</th>
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<tr>
<td>Tony Tan Caktiong</td>
<td>0.79%</td>
<td>8,254,565</td>
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<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.26%</td>
<td>2,696,320</td>
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<tr>
<td>Ernesto Tanmantiong</td>
<td>0.43%</td>
<td>4,479,351</td>
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<td></td>
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<tr>
<td>Indirect (thru PCD)</td>
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<tr>
<td>William Tan Untong</td>
<td>0.66%</td>
<td>6,937,054</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.03%</td>
<td>279,867</td>
</tr>
<tr>
<td>Ang Chu Sia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct</td>
<td>0.00%</td>
<td>1</td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Antonio Chua Poo Eng</td>
<td>0.00%</td>
<td>1</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Monico Jane</td>
<td>0.00%</td>
<td>100</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Cezar Consing</td>
<td>0.00%</td>
<td>1</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Argeno Pangilinan</td>
<td>0.00%</td>
<td>1</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td>23,103,690</td>
</tr>
<tr>
<td>Officers:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tony Tan Caktiong - President</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ernesto Tanmantiong - Treasurer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William Tan Untong - Corporate Secretary</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Principal Stockholders:</th>
<th>% of Total Outstanding Shares</th>
<th>Number of Shares/ Shares net ofTotal Shares net of Treasury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyper Dynamic</td>
<td>25.02%</td>
<td>273,218,750</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honyessa Corporation</td>
<td>12.17%</td>
<td>127,743,747</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affiliates:</th>
<th>% of Total Outstanding Shares</th>
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</tr>
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<tbody>
<tr>
<td>Winai Holding Corporation</td>
<td>5.16%</td>
<td>54,140,726</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Honysworth Corporation</td>
<td>3.88%</td>
<td>40,787,128</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.02%</td>
<td>293,246</td>
</tr>
<tr>
<td>Kingsworth Corporation</td>
<td>2.78%</td>
<td>29,158,955</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.06%</td>
<td></td>
</tr>
<tr>
<td>Centregold Corporation</td>
<td>2.61%</td>
<td>27,439,964</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>A-Star Holding Corporation</td>
<td>1.61%</td>
<td>16,920,363</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.20%</td>
<td></td>
</tr>
<tr>
<td>Venice Corporation</td>
<td>1.36%</td>
<td>16,920,362</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Longshore Corporation</td>
<td>0.79%</td>
<td>8,260,194</td>
</tr>
<tr>
<td>Direct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indirect (thru PCD)</td>
<td>0.00%</td>
<td>195,921,967</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Divers:</th>
<th>% of Total Outstanding Shares</th>
<th>Number of Shares/ Shares net ofTotal Shares net of Treasury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employees</td>
<td>0.00%</td>
<td></td>
</tr>
<tr>
<td>Jollibee Retirement Fund</td>
<td>0.02%</td>
<td>172,510</td>
</tr>
<tr>
<td>Jollibee Stock Incentive Plan - MSOP</td>
<td>0.00%</td>
<td></td>
</tr>
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</table>
## Jollibee Stock Incentive Plan - ELTIP

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lock-Up Shares</td>
<td>172,819</td>
</tr>
<tr>
<td>TOTAL</td>
<td>69.96%</td>
</tr>
<tr>
<td>620,160,764 ok</td>
<td></td>
</tr>
<tr>
<td>TOTAL NUMBER OF SHARES PUBLIC</td>
<td>49.94%</td>
</tr>
<tr>
<td>429,810,340 ok</td>
<td></td>
</tr>
</tbody>
</table>

*Note: We modified the issued and outstanding shares to agree with the balance per books (excluding subscribed shares) as confirmed with SGV.*

### COMPTROLLERSHIP NOTES:

1. The above details were obtained from JFC's Stock Transfer Office (RCBC) through JFC's Investor Relations.
   - Footing calculation checked in order.

   (A) With noted variances in the number of shares as follows:
   - Balance per Schedule from Investor Relations: 1,049,971,104
   - Per RCBC Confirmation Letter: 1,351,739,911
   - Difference: 1,759,767 (B)

(B) Difference solely due to shares for MSOP and ELTIP already considered by RCBC but not yet considered as issued shares by Investor Relations to conform with SGV's comments in prior years' Audit. Details follow:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MSOP</td>
<td>488,865.00</td>
</tr>
<tr>
<td>ELTIP</td>
<td>1,270,902.00</td>
</tr>
<tr>
<td>Total</td>
<td>1,759,767</td>
</tr>
</tbody>
</table>

check 0
JOLLIBEE FOODS CORPORATION
PUBLIC OWNERSHIP PERCENTAGE
Total Number of Shares Owned by the Public
Total Issued and Outstanding Shares

<table>
<thead>
<tr>
<th></th>
<th>Complied</th>
<th>Not Complied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of shares public</td>
<td>429,810,340</td>
<td></td>
</tr>
<tr>
<td>Total shares (net of Treasury Shares)</td>
<td>1,049,971,104</td>
<td>40.94% ok</td>
</tr>
</tbody>
</table>

Required Public Ownership %

COMPLIANCE CHECK - PUBLIC OWNERSHIP

| Number of Issued and Outstanding Shares | 1,066,418,444 (B) |
| Number of Treasury Shares | (16,447,340) (A) |
| Number of Listed Shares | 1,049,971,104 (B) |

Number of Foreign-Owned Shares

| Foreign Ownership Level (%) | 29.90% |

Foreign Ownership Limit (%)

40.00%

COMPLIANCE CHECK - FOREIGN OWNERSHIP

<table>
<thead>
<tr>
<th>Number of Foreign-Owned Shares:</th>
<th>Complied</th>
<th>Not Complied</th>
</tr>
</thead>
<tbody>
<tr>
<td>French</td>
<td>900</td>
<td>0.00%</td>
</tr>
<tr>
<td>Other Alien</td>
<td>313,201,241</td>
<td>29.83%</td>
</tr>
<tr>
<td>Singaporean</td>
<td>18,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>British</td>
<td>1,250</td>
<td>0.00%</td>
</tr>
<tr>
<td>American</td>
<td>666,033</td>
<td>0.06%</td>
</tr>
<tr>
<td>Chinese</td>
<td>2,000</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total</td>
<td>313,889,424</td>
<td>29.90%</td>
</tr>
</tbody>
</table>

Number of Stockholders

3,254 (A)

Number of Shareholders Owning at least 1 Board Lot each

3,220 (A)

COMPTROLLERSHIP NOTE(S):
1. The above details were obtained from JFC's Stock Transfer Office (RCBC) through JFC's Investor Relations.
2. Schedule submitted by Mr. Rich Quinio of Investor Relations per email dated July 5, 2013.
ok Footing/calculation checked, in order.
(A) Tie-up with Confirmation from RCBC, Stock Transfer Agent, dated October 1, 2013

(B) Noted variances as follows:
Issued and Outstanding Shares:
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Investor Relation's Report</td>
<td>1,066,418,444</td>
</tr>
<tr>
<td>Per 2Q 2013 Conso Worksheet</td>
<td>1,068,427,741</td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td><strong>(2,009,297)</strong></td>
</tr>
</tbody>
</table>

Represents long-outstanding Subscriptions Receivable

**Issued and Outstanding Shares - Net of Treasury Shares:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Investor Relation's Report</td>
<td>1,049,971,104</td>
</tr>
<tr>
<td>Per RCBC Confirmation Letter</td>
<td>1,051,730,871</td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td><strong>(1,759,767)</strong></td>
</tr>
</tbody>
</table>

*(C)* Difference solely due to shares for MSOP and ELTIP already considered by RCBC but not yet considered as issued shares by Investor Relations to conform with SGV’s comments in prior years’ Audit. Details follow:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSOP</td>
<td>488,865.00</td>
</tr>
<tr>
<td>ELTIP</td>
<td>1,270,902.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,759,767</strong></td>
</tr>
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Barcode Page
The following document has been received:

Receiving Officer/Encoder  : Dhamil Curafies
Receiving Branch  : SEC Head Office
Receipt Date and Time  : November 13, 2013 02:25:18 PM
Received From  : Head Office

Company Information

Company Name  : JOLLIBEE FOODS CORP.
Industry Classification  : Miscellaneous Business Activities
Company Type  : Stock Corporation

Document Information

Document ID  : 111132013001693
Document Type  : 17-C (FORM 11-C:CURRENT DISCL/RPT)
Document Code  : 17-C
Period Covered  : November 12, 2013
No. of Days Late  : 0
Department  : CFD
Remarks  :
COVER SHEET

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA NO. 10
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(Securities Commission Registration Number)

JOLLIBEE FOODS CORPORATION

JOLLIBEE PLAZA NO. 10
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(Contact Person)

Company Telephone Number

1 2 3 1
Month Day Year
Fiscal Year

SEC FORM 17-C
Cash Dividend Declaration

0 6 A N Y
Month Day Year
Annual Meeting

Secondary License Type, If Applicable

Amended Articles Number/Section

Total Amount of Borrowings
Domestic
Foreign

To be accomplished by SEC Personnel concerned

File Number
LCU

Document I.D.
Cashier

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
Cash Dividend Declaration
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Central Receiving Unit

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 12 November 2013

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, EMERALD AVENUE, 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

<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>1,050,091,187</td>
</tr>
<tr>
<td>Treasury Shares</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total outstanding common shares inclusive of 2,548 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP). It also includes 623,004 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLST_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner’s Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

Jollibee Foods Corporation (JFC) announced that its Board of Directors approved today a regular cash dividend of P0.71 per share of common stock, which is 14.5% higher than the regular cash dividend paid in the same period last year. This will be distributed on December 16, 2013 to stockholders of record as of November 29, 2013.

This brings the Company’s total regular cash dividends to P1.36 per share for the year 2013, representing a 13.3% increase over the total P1.20 per share dividends given last year.

On August 6, 2013, JFC declared a special cash dividend of P2.00 per share, double the special cash dividend of P1.00 per share declared in 2012.
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. BAYS
Vice President - Corporate Finance and Chief Finance Officer

AGATHA OLGA DE JESUS
Corporate Counsel & CIO
SECRETARY’S CERTIFICATE

1. VALERIE FERIA AMANTE, Filipino, of legal age and with office address at the 14th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the appointed Assistant Corporate Secretary of JOLLIBEE FOODS CORPORATION (the "Corporation"), a corporation duly organized and existing under Philippine law, with business address at the 10th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, hereby certify on behalf of the Corporation that:

   1. The following is a true and correct copy of the resolutions adopted and approved by the Board of Directors of the Corporation on November 12, 2013:

      RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2008, a cash dividend of P0.71 per common share, due to all stockholders of record as of November 29, 2013 (ex-dividend date of November 26, 2013) and payable on December 16, 2013.

   2. The above-mentioned resolutions have not been amended, modified or rescinded, and are in full force and effect as of the date hereof.

   3. The foregoing statements are true and correct and in accordance with the records of the Corporation.

   IN WITNESS WHEREOF, I have hereunto set my hand this ________________ at Pasig City.

   

   VALERIE FERIA AMANTE
   Assistant Corporate Secretary

   REPUBLIC OF THE PHILIPPINES )
   CITY OF PASIG        ) S.S.

Before me, a notary public in and for the city named above, personally appeared:

Name  Government ID

Valerie Feria Amante  SSS ID No. 071769247-1

who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took an oath before me as to such instrument.

Witness my hand and seal this ___ day of NOV 12 2013.

Doc. No. 423 ;
Page No. 64 ;
Book No. ___ ;
Series of 2013.
**SECURITIES AND EXCHANGE COMMISSION**  
SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila, Philippines  
Tel: (632) 726-0931 to 39 Fax: (632) 725-6203 Email: mis@sec.gov.ph

**Barcode Page**  
The following document has been received:

- **Receiving Officer/Encoder**: Julius N. Salustiano  
- **Receiving Branch**: SEC Head Office  
- **Receipt Date and Time**: November 14, 2013 03:39:29 PM  
- **Received From**: Head Office

**Company Representative**

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**Company Information**

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<tr>
<td>Industry Classification</td>
<td>Miscellaneous Business Activities</td>
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<td>Company Type</td>
<td>Stock Corporation</td>
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**Document Information**

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<td>Document Code</td>
<td>17-C</td>
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<tr>
<td>Period Covered</td>
<td>November 14, 2013</td>
</tr>
<tr>
<td>No. of Days Late</td>
<td>0</td>
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<tr>
<td>Department</td>
<td>CFD</td>
</tr>
<tr>
<td>Remarks</td>
<td></td>
</tr>
</tbody>
</table>
COVER SHEET

S.E.C. Registration Number

JOLLIBEE FOODS CORPORATION

(Company's Full Name)

JOLLIBEE PLAZA NO. 10
F. ORTIGAS JR. AVENUE
ORTIGAS, PASIG CITY

(Business Address: No. Street City / Town / Province)

Contact Person

Company Telephone Number

17-C
Press Release

Month Day Year
Fiscal Year

Secondary License Type, If Applicable

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
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SEC Form 17-C
Press Release
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

File Number

Central Receiving Unit

Document I.D.
1. Date of Report November 14, 2013

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, EMERALD AVENUE,
   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

Title of each Class Number of shares of
Common stock outstanding

Common 1,050,093,021

Treasury Shares:
   Common 16,447,340

Note: Total outstanding common shares inclusive of 624,838 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST_20130000332944 dated August 2, 2013) lodged with Deutsche Regis Partner’s Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012

11. Other Events

   Please see attached press release.
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

[Signature]
YSMAEL V. BAYSA
Chief Finance Officer

[Signature]
AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer
THE JFC GROUP OF COMPANIES

Jollibee 3rd Quarter Sales Up 13%, Profit Rises by 15.9%


The following are the highlights of JFC’s results of operations for the quarter ended September 30, 2013:

<table>
<thead>
<tr>
<th>Financial Summary</th>
<th>Quarter 3 Ended September 30</th>
<th>Year-to-date Ended September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2012</td>
</tr>
<tr>
<td>System Wide Retail Sales</td>
<td>25,320</td>
<td>22,416</td>
</tr>
<tr>
<td>Revenues</td>
<td>19,766</td>
<td>17,324</td>
</tr>
<tr>
<td>Net Operating Income</td>
<td>1,209</td>
<td>1,067</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,038</td>
<td>886</td>
</tr>
<tr>
<td>Net Income Attributable to Equity</td>
<td>1,019</td>
<td>879</td>
</tr>
<tr>
<td>Holders of the Parent Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earnings Per Common Share - Basic</td>
<td>0.970</td>
<td>0.841</td>
</tr>
<tr>
<td>Earnings Per Common Share - Diluted</td>
<td>0.965</td>
<td>0.837</td>
</tr>
</tbody>
</table>

* Amounts in Php Millions, except % change and Per Share data.

Jollibee Foods Corporation, the Philippines’ largest food service company generated in the third quarter of 2013 System Wide Sales of Php 25.3 billion, 13% higher than the sales in the same period in 2012. Sales for the first nine months of the year grew by 12.4% compared to the same period in 2013. System Wide Sales is a measure of all sales to consumers both from company owned and franchised stores.

Sales in the Philippines grew by 10.5% during the quarter versus year ago, China by 21.9%, the United States by 15.7%, and Southeast Asia and the Middle East by 34.7%. Total sales of Foreign Businesses grew by 22.1%.

Worldwide same store sales growth for the quarter was about 8.5% versus year ago sustaining the healthy growth rate of previous quarters. Net income margin improved slightly from 5.1% in the third quarter of 2012 to 5.3% in the same period this year.
The Jollibee Group of Companies opened a total of 137 stores in theirst nine months of the year as follows: in the Philippines, Jollibee +21, Chowking +10, Greenwich +2, Red Ribbon +45, Mang Inasal +13, Burger King +2; in the People’s Republic of China, Yonghe King +24, San Pin Wang +7; in the United States, Jollibee +4, Chowking +1 and in other parts of the world +8.

Jollibee Foods Corporation declared on November 12, 2013 a regular cash dividend of Php 0.71 per share bringing its total cash dividend in 2013 to Php 3.36 per share, an increase of 52.7% versus the total cash dividends declared in 2012.

The overall impact of the typhoon Yolanda on the Jollibee Group is estimated to be manageable. The property damage sustained on company-owned stores is not significant and is covered by insurance. There were 23 company-owned and franchised stores that were not operating as of November 13, 2013 due to a combination of property damage and disruption of product supply. These stores, all located in the provinces of Leyte and Samar, represent only 1.1% of JFC Group’s total store network in the Philippines. Jollibee Foods Corporation, its employees and the Jollibee Group Foundation are participating in efforts to provide relief to the typhoon victims in coordination with the Department of Social Welfare and Development and various private institutions.

The JFC Group operates the Philippines’ largest restaurant network. As of September 30, 2013, it was operating a total of 2,121 stores in the country: Jollibee brand 795, Chowking 388, Greenwich 198, Red Ribbon 249, Mang Inasal 462 and Burger King 29. Abroad, it was operating 575 stores: Yonghe King (China) 311, Hong Zhuang Yuan (China) 44, San Pin Wang (China) 46, Jollibee 97 (US 28, Vietnam 40, Brunei 13, Jeddah 9, Qatar 3, Kuwait 2, Hong Kong and Singapore 1 each, Red Ribbon in the US 30, Chowking 44 (US 20, Dubai 19, Qatar 4 and Oman 1), Chow Fun (US) 3. The JFC Group has a total of 2,671 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 77, Pho 24 (Vietnam, Indonesia, Philippines, Hong Kong, Macau and Cambodia) 60, and 12 Sabu (China) 6.