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

_______________________________
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 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 [redacted] (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_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 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 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

<table>
<thead>
<tr>
<th>CASH DIVIDEND:</th>
<th></th>
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<tbody>
<tr>
<td>CASH</td>
<td>₱0.65 per common stock</td>
</tr>
<tr>
<td>EX-DATE</td>
<td>May 2, 2013</td>
</tr>
<tr>
<td>RECORD DATE</td>
<td>May 7, 2013</td>
</tr>
<tr>
<td>PAYMENT DATE</td>
<td>May 30, 2013</td>
</tr>
</tbody>
</table>
SECRETARY'S CERTIFICATE

I, WILLIAM TAN UNTIONG, Filipino, of legal age and with office address at the 10th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the appointed 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 April 11, 2013:

   RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2007, a cash dividend of P0.65 per common share, due to all stockholders of record as of May 7, 2013 (ex-dividend date of May 2, 2013) and payable on May 30, 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 April 11, 2013 at Pasig City.

WILLIAM TAN UNTIONG
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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Valid ID</th>
<th>CTC No./Date/Place of Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>William Tan Untiong</td>
<td>SSS ID No. 03-3257541-8</td>
<td>16269493/2-11-13/Pasig City</td>
</tr>
</tbody>
</table>

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 April 11, 2013.

ATTY. AGATHA OLGA S. DE JESUS
Notary Public

Doc. No. 299;
Page No. 61;
Book No. 10;
Series of 2013.