



**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**  
**Signing of Agreement**

(Form Type)

\_\_\_\_\_  
Amendment Designation (If applicable)

\_\_\_\_\_  
(Secondary License Type and File Number)

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

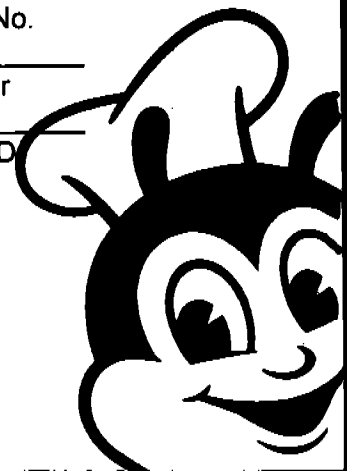
\_\_\_\_\_  
DTU

**77487**  
S.E.C REG. No.

\_\_\_\_\_  
Central Receiving Unit

\_\_\_\_\_  
File Number

\_\_\_\_\_  
Document I.D.



# SECURITIES AND EXCHANGE COMMISSION

## SEC FORM 17-C CURRENT REPORT PURSUANT TO SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17 THEREUNDER

1. Date of Report                    **12 April 2011**
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            XXXXXXXXXX            (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
<b>Common</b>	<b>1,034,982,181</b>
<b>Treasury Shares</b>	<b>16,447,340</b>

*Note: Total outstanding common shares inclusive of 17,000 shares subject for listing.  
These represent shares purchased by employees in connection with JFC's Management  
Stock Option Program (MSOP).*

## 11. Other Events

### **Jollibee Raises PhP3.9 Billion for Investments**

Jollibee Foods Corporation ("JFC") entered into an agreement today, April 12, 2011, to borrow money from The Bank of Tokyo – Mitsubishi, UFC, Ltd. This agreement covers a peso loan amounting to PhP900 Million to be paid in one year from drawdown at a fixed interest rate.

JFC's wholly-owned subsidiary, Jollibee Worldwide Pte. Ltd. ("JWPL"), likewise entered into agreements today to borrow money from Citibank, N.A. and The Bank of Tokyo Mitsubishi UFC, Ltd. (Singapore Branch) for USD40 Million and USD30 Million, respectively. Both USD loans are payable in three (3) years from drawdown at fixed interest rates.

The proceeds of the loans shall be used to finance the Jollibee Group's capital expenditures and acquisitions abroad. The capital expenditures include new store openings, existing store renovations, the construction of its logistics center in Metro Manila and the construction of its commissary in Shucheng County in Anhui Province in the People's Republic of China.


These new loans will bring the Jollibee Group's total debt to PhP8.1 Billion. Currently, it has existing loans of PhP4.1 Billion that were used for the acquisition of Hongzhuangyuan Business in Beijing, People's Republic of China in October, 2008 and 70% of Mang Inasal in November, 2010. The total borrowings will represent 22% of the Jollibee Group's total assets compared with total equities of PhP17 Billion representing 47% of total assets.

JFC operates the largest food service network in the Philippines. As of December 31, 2010, it was operating a total of 1,921 stores in the country: Jollibee brand with 717, Chowking with 400, Greenwich with 223, Red Ribbon with 221, Manong Pepe Karinderia with 12, Caffe Ti-Amo with 3 and Mang Inasal with 345. It was also operating 395 stores abroad: Yonghe King in the People's Republic of China with 200 stores, Jollibee 67 (mainly in the Untied States with 26, Vietnam with 22 and Brunei with 11), Red Ribbon 38, all in the US, Chowking 38 (mostly in the US with 19 and Dubai with 15) and Hongzhuangyuan 52 for a total of 2,316 worldwide.

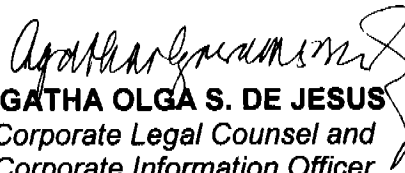
SIGNATURE

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 Legal Counsel and  
Corporate Information Officer