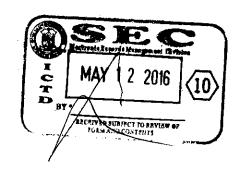
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Jollibee[®]

May 12, 2016



Securities and Exchange Commission

SEC Building, EDSA, Greenhills, Mandaluyong City, Metro Manila

Attention:

VICENTE GRACIANO P. FELIZMENIO, JR.

Director

Markets and Securities Regulation Department

Re:

JOLLIBEE FOODS CORPORATION

Postponement of annual stockholders' meeting

Dear Honourable Felizmenio:

Pursuant to Article III, Section 4 of the By-Laws of Jollibee Foods Corporation ("JFC"), the annual meeting of the stockholders shall be held "any day in the month of June of each year." We write to advise this Honorable Office of the postponement of the annual stockholders' meeting of JFC to July 22, 2016.

The July 22, 2016 date for the annual stockholders' meeting is selected in order to ensure that all the members of the Board of Directors and the vast majority of the key executives of the JFC Group of Companies will be present in that meeting.

Thank you.

Very truly yours,

Ernesto S. Tanmantiong

President and Chief Executive Officer

