COVER SHEET

JOLLIBEE FOODS CORPORATION
(Company’s Full Name)

10/F Jollibee Plaza Building
10 F. Ortigas Jr. Avenue,
Ortigas Center, Pasig City
(Company’s Address)

(632) 634-1111
Telephone Number

December 31
(Fiscal Year Ending)

Any day in the month of June
(Annual Meeting)

17C
(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       November 16, 2016

2. Commission identification number    77487

3. BIR Tax Identification No. 000-388-771

4. JOLLIBEE FOODS CORPORATION
   Exact name of registrant as specified in its charter

5. PHILIPPINES
   Province, country or other jurisdiction of incorporation or organization

6. Industry classification code (SEC Use Only)

7. 10/F JOLLIBEE PLAZA BUILDING, 10 F. ORTIGAS JR. AVENUE, ORTIGAS CENTER,
   PASIG CITY
   Address of registrant’s principal office

   1605
   Postal Code

8. (632) 634-1111
   Registrant’s telephone number, including area code

9. N/A
   Former name, former address and former fiscal year, if changed since last report

10. Securities registered pursuant to Sections 4 and 8 of the RSA

<table>
<thead>
<tr>
<th>Title of each Class</th>
<th>Number of shares of common stock &amp; warrants outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>1,075,083,542</td>
</tr>
<tr>
<td>Treasury Shares:</td>
<td></td>
</tr>
<tr>
<td>Common</td>
<td>16,447,340</td>
</tr>
</tbody>
</table>

Note: Total common outstanding share of 1,075,083,542 is inclusive of 2,275,694 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

**MSOP Shares:**
Beginning Balance (per SEC Form 17-C dated November 11, 2016) 1,413,682
Shares applied for listing 1,413,682
Ending Balance, as of November 14, 2016

**ELTIP Shares:**
Beginning Balance (per SEC Form 17-C dated November 11, 2016) 862,012
Shares applied for listing 862,012
Ending Balance, as of November 14, 2016

**TOTAL** 2,275,694
11. Other Events

Please see attachment.

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. BAYSIA
Chief Finance Officer &
Corporate Information Officer

[Signature]

VALERIE F. AMANTE
Vice-President and Head, Corporate Legal & Corporate Information Officer
November 16, 2016

To: Fund Managers and Investment Research Analysts
Subject: Jollibee Foods Corporation’s Financial Results for the Third Quarter of 2016

Gentlemen,

This pertains to the Financial Results of Jollibee Foods Corporation for the third quarter of 2016. The purpose of this letter is to provide additional perspective to our disclosure. For this period, JFC reported a growth of 12.4% in system wide sales, 11.0% in revenues, 6.7% decline in operating income and a 6.1% growth in net income attributable to equity holders of the Parent Company.

The sales performance continued to be strong, but the profit growth was below normal. We, in Jollibee Foods Corporation, view this trend as temporary and basically in line with our quarterly forecast. We expect to have a robust profit growth in the months ahead.

Our gross profit margins on our products continued to be healthy, representing improvement versus the same period a year ago. Our general and administrative expenses increased by 17.1%, but this was expected as we continued to invest in information technology and network development along with market research, training for our people in our stores and mergers and acquisitions. Our operating expenses, particularly the cost of our crew inside the stores, however, grew much faster than our revenues as we added headcount. This increase in resources has been necessary to maintain and further improve the quality of our services and food in our restaurants even as the volume of our sales continued to rise significantly particularly over the last two years. As you may know, our same store sales growth in the Philippines has been above the industry rate, with some of our brands registering double digit annual growth.

We expect our store operating expenses, particularly our crew cost in the Philippines to continue to rise in the months ahead. This is also an indication that we are expecting customer traffic to continue to rise in the months and years ahead. In terms of store profitability, our aim is to sustain and even improve it in the months ahead. This will be achieved by a combination of healthy same store sales growth, control of the cost of products and some price increases. On October 1, four of our brands implemented a 1% price increase. Another brand executed a similar price increase on November 1. We will continue with our gradual price increases in 2017.

On general and administrative expenses, which rose by 17.1% in the third quarter of 2016 compared with the same period a year ago, we expect them to grow at a much lower rate in the fourth quarter of 2016 given the timing of our information systems expenditures.

We look forward to a sustained healthy growth of the business. We have been investing heavily in organization, systems and supply chain capability in order to make robust long-term growth possible with high quality products and services.
These investments have been creating aberrations in our profit trend, particularly in the short-term. Our historical performance has always showed that we always recover strongly and that in a longer time frame, performance will be delivered in line with historical trend or even surpass it. Our goal is to surpass it.

Thank you for your continued interest in Jollibee Foods Corporation.

Yours truly,

Ysmæl V. Baysa
Chief Financial Officer