COVER SHEET

77487
S.E.C. Registration Number

JOLLIBEE FOODS CORPORATION

(JCompany's Full Name)

10/F JOLLIBEE PLAZA BUILDING
10 F. ORTIGAS JR. AVENUE
ORTIGAS CENTER, PASIG CITY

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

Contact Person

Company Telephone Number

31-Dec
Month Day Year
Fiscal Year

Any Day in June
Month Day Year
Annual Meeting

17C
Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

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
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)

SEC Form 17C

Jollibee, Partner to List Highlands Coffee in Vietnam Stock Exchange
(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       November 18, 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 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 14, 2016) 1,413,682
- Shares applied for listing
- Ending balance, as of November 18, 2016 1,413,682

ELTIP Shares:
- Beginning balance (per SEC Form 17-C dated November 14, 2016) 862,012
- Shares applied for listing
- Ending balance, as of November 18, 2016 862,012

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

YSMAEL V. BAYSA
Chief Financial Officer &
Corporate Information Officer

VALERIE F. AMANTE
Vice-President and Head, Corporate Legal
& Corporate Information Officer
Jollibee Group of Companies
Jollibee, Partner to List Highlands Coffee in Vietnam Stock Exchange

Metro Manila, Philippines, November 18, 2016 – Jollibee Foods Corporation (PSE: JFC)

Jollibee Foods Corporation (JFC), the largest Asian food service company disclosed today that it entered into an agreement through its subsidiary, JSF Investments Pte. Ltd. (JSF) with its joint venture partner, Viet Thai International Joint Stock Company (VTI) to make its joint venture company, Superfoods Group a public company by listing it in the Vietnam Stock Exchange with an Initial Public Offering (IPO) on or before July, 2019. The Superfoods joint venture owns and operates the brands Highlands Coffee and Pho 24 and is a franchisee of Hard Rock Café. Highlands Coffee has 159 outlets, Pho 24 with 33 stores while Hard Rock Café has 3 outlets. The Superfoods joint venture, which has annual sales of USD55 million, is one of the fastest growing joint venture businesses of JFC, growing by 36% for the first nine months of 2016 with Highlands Coffee growing by approximately 78% over the same period a year ago.

JFC Chairman, Mr. Tony Tan Caktiong made the following statement: “We are very excited about our planned IPO of Superfoods. Our fastest growing business in terms of country is Vietnam and this reflects the vibrancy and potential of the economy and the strong performance of our joint venture business. I am confident that with the strong capability of our partner and the support of our organization in the Philippines, we will have a truly significant business in Vietnam”.

Superfoods Group Chief Executive Officer and founder of Highlands Coffee, Mr. Thai Phi Diep gave the following statement: “We look forward to making Highlands Coffee and Pho 24 true national champion brands of Vietnam. Our planned IPO will raise capital to enable us to expand these two brands broadly in Vietnam, in other parts of Asia and in other key cities in the world. Our joint effort with the people of Jollibee Foods Corporation will make this possible”.

As part of the agreement to bring Superfoods into the Vietnam Stock Exchange, the ownership of Superfoods Group will be adjusted with JFC, through JSF, owning 60% of the joint venture, while VTI will own 40%. The number of shares to be sold at the time of the IPO and the price per share will be determined by that time based on the capitalization required to significantly grow the business and the fair value of the business.

As part of this agreement, certain financing structures will be changed affecting the Superfoods Group and its owner-partners. As a result of this transaction, JFC will henceforth, include the Superfoods Group in its financial consolidation. JSF will also provide a USD30 million loan to its partner, VTI.
Highlands Coffee serves Vietnamese coffee and light meals in trendy coffee shops. It also sells packaged coffee through retail outlets. Pho 24 serves traditional Vietnamese dishes with rice noodles as its core products. The Superfoods Group aims to offer Asian consumers high quality coffee and café experience at affordable prices through the Highlands Coffee shops and the Highlands Coffee packaged products. It also aims to serve consumers in Asia and key cities in the world high quality and healthy Vietnamese food at affordable prices through the Pho 24 brand.

JFC operates the largest food service network in the Philippines. As of October 31, 2016, it was operating 2,565 restaurant outlets in the country: Jollibee brand 954, Chowking 465, Greenwich 241, Red Ribbon 385, Mang Inasal 453 and Burger King 67. Abroad, it was operating 671 stores: Yonghe King (China) 316, Hong Zhuang Yuan (China) 42, San Pin Wang (China) 68, Dunkin’ Donuts (China) 8, Jollibee 157 (US 34, Vietnam 80, Brunei 14, Saudi Arabia 10, Qatar 4, Kuwait 4, Hong Kong 2, Singapore 4, Bahrain 1 and UAE 4), Red Ribbon in the US 33, Chowking 44 (US 16, UAE 19, Qatar 4, Oman 2, Kuwait 2 and Saudi Arabia 1), Jinja Bar (US) 3. The JFC Group had a total of 3,236 stores worldwide.

JFC also has a 48% interest in joint ventures for 12 Hotpot (China) 16 and a 40% interest in Smashburger that had 378 outlets, mostly in the United States. These joint ventures, together with the Superfoods Group’s 200 stores have a total of 594 stores worldwide, which are currently not included in JFC’s consolidated store count.

JFC also owns (100%) and operates Jollibee Vietnam. There are 80 Jollibee outlets in Vietnam with an annual sales of USD25 million and growing by 50% in 2016 over 2015. Together with Superfoods Group, the JFC business has one of the fastest growing consumer businesses in Vietnam.