

COVER SHEET

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S.E.C. Registration Number

J O L L I B E E F O O D S C O R P O R A T I O N
D O I N G B U S I N E S S U N D E R T H E N A M E
A N D S T Y L E O F J O L L I B E E

(Company's Full Name)

10/F J O L L I B E E P L A Z A B U I L D I N G
10 F. O R T I G A S J R . A V E N U E
O R T I G A S C E N T E R , P A S I G C I T Y

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

Atty. Angeline L. Chong

Contact Person

(632) 8634-1111 loc. 7817

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Last Friday of June

Month Day Year
Annual Meeting

17C

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total no. of Stockholders

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
Doing business under the name and style of Jollibee
(Company's Full Name)

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

(632) 8634-1111
Telephone Number

December 31
(Fiscal Year Ending)

Last Friday 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 **May 22, 2020**
2. Commission identification number **77487**
3. BIR Tax Identification No. **000-388-771**
4. **JOLLIBEE FOODS CORPORATION**
doing business under the name and style of Jollibee
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) 8634-1111**
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 outstanding
Common	<u>1,107,176,748</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,107,176,748 is inclusive of 4,286,020 shares entrusted with Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated May 20, 2020)	1,711,458
Shares applied for listing	-
Ending balance, as of May 21, 2020	<u>1,711,458</u>
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated May 20, 2020)	2,574,562
Shares applied for listing	-
Ending balance, as of May 21, 2020	<u>2,574,562</u>
TOTAL	<u>4,286,020</u>

11. Other Events.

Please see attachment.

JOLLIBEE FOODS CORPORATION
JFC to Spend Php7 Billion for Business Transformation

Metro Manila, Philippines, May 22, 2020 – *Jollibee Foods Corporation* (PSE: JFC) – Disclosure

Jollibee Foods Corporation, one of Asia's largest food service companies disclosed today that it is going to spend Php7 billion to implement significant changes to its global business structure. The changes will involve the rationalization of its non-performing stores, store network, supply chain facilities and management and support group structure. It will also include building drivers of revenue growth for the future including food delivery-to-home and offices and take out and drive-thru, even as it continues to open new stores in prime locations. The expense provision for this transformation will be set up in the 2nd quarter of 2020 and will be incurred mostly within 2020.

Jollibee Foods Corporation Chief Executive Officer, Mr. Ernesto Tanmantiong gave the following statement: "We have developed and grown from a single business in the Philippines with the Jollibee brand (1978-1993), to autonomous brands in the Philippines (1994-2003), to an integrated operation in the Philippines with shared supply chain and support structure (2006 to present), to a multi-national company with various brands around the world (2004 to present) and to strengthened organization structure in its largest markets- China, North America and the Philippines (2016- present). We have always achieved improvement in the effectiveness of the organization from these deliberate changes. It is again time to embark on another business and organization transformation in response to changing consumer behavior caused by the COVID-19 pandemic."

Jollibee Foods Corporation Chairman, Mr. Tony Tan Caktiong gave the following statement: "2020 is an extremely challenging year for JFC as for most other businesses, but out of this transformation, we aim to emerge in 2021 as an even stronger business and organization. Regardless, our mission has not changed: "to serve great tasting food, bringing the joy of eating to everyone!" Our vision remains the same: "To be one of the top 5 restaurant companies in the world".

The planned changes will take place in JFC's businesses around the world, most importantly in its largest markets - the Philippines, China and North America.

These changes will be made with the assumption that consumers around the world will not quickly revert to pre-COVID 19 behavior once lock downs and other forms of restrictions are lifted in different countries. Nevertheless, JFC's brands in different parts of the world are expected to be quite resilient and to grow even in this time of economic difficulties as they had demonstrated in past crises because of their excellent product quality, value for money and reputation as truly trusted brands.

The planned changes will include the rationalization of the number of restaurants within certain geography or area, the rationalization of resources deployed in the restaurants, implementation of safety and social distancing protocol in the dining area, investment in digital commerce and technology, the increase in the capacity for delivery-to-home and office, take out and drive thru, the installation of mobile applications to facilitate food ordering and payment, the establishment of "cloud kitchen" or unmarked delivery outlets with no dine-in facility located in discreet, low rent sites and the rationalization of production and distribution facilities. The changes will also include the transformation of support and management groups in the field and in the offices.

The delivery-to-home and offices business at JFC Group continues to grow significantly. The fastest growing business in the JFC Group is Smashburger with delivery sales growth of 600% and overall same store sales growth at company-owned stores of single digit to double digits in recent weeks.

Earlier, in March 2020, JFC announced that it is postponing about Php9 billion worth of capital expenditures from 2020 to 2021 given the operational constraints to the construction of facilities and to the uncertain volume of demand due to the limited mobility of consumers. Its planned capital expenditures for 2020 are being reduced by 63% from Php14.2 billion to Php5.2 billion. Operating costs are also significantly being reduced at all levels- at the stores, commissaries, support services and main offices in all regions in the world. The JFC Group, however, will continue to open new stores on a very selective basis for the balance of 2020. It expects to open a worldwide total of 171 company-owned new stores and renovate 96 existing stores in 2020. It also aims to secure for its future stores excellent locations that will become available due to weak economic environment.

JFC Chief Financial Officer, Mr. Ysmael V. Baysa gave the following statement: "JFC's financial performance in 2020 started strongly but the COVID 19 caused the temporary closure of a high number of stores and dramatically reduced or eliminated dine-in sales at our restaurants, starting in China in February, 2020 and the rest of the business in March, 2020. Our sales and profit for Q1 2020 eventually was not good. In the next few months, even as lock downs begin to be lifted, we forecast that sales will continue to be much lower than year-ago levels. Our estimate is that our profit for 2020 will not be good at all due to the overall economic environment. We are taking this opportunity to implement truly major changes in 2020 so that JFC will start 2021 in a much stronger position in terms of business model, operating efficiency, profitability and organization strength. We will then resume strong and consistent profitable growth for the years ahead."

In its disclosure to the Philippine Stock Exchange dated March 18, 2020, JFC announced that it is donating Php100 million worth of food from its brands to health care workers and on-ground checkpoint personnel who are at the frontlines in the fight against COVID-19 in the Philippines. On April 7, 2020, JFC Chairman and Founder Tony Tan Caktiong announced that the company had increased its donation to Php220 million worth of food from its brands, allotting another Php120 million in food aid to the marginalized sector of the society in addition to food aid to health workers and health care institutions. As of May 10, 2020, the JFC Group through its social responsibility arm, the Jollibee Group Foundation, had completed the Php220 million donation. Php100 million was used to provide meals for 1.3 million health and checkpoint front liners throughout the country. Php120 million was used to provide food packs to 515,512 indigent families, as well as providing food donations to 27 community kitchens serving front liners and communities. This was done in coordination with various public and private institutions to distribute food aid to lower income sectors of the society. JFC is doing similar assistance in the form of food to hospitals and health care institutions in China and in the United States.

JFC also announced on March 19, 2020 that it had allocated an emergency response fund amounting to Php1 billion to provide its employees in the Philippines with the needed financial support to cope through the Enhanced Community Quarantine period implemented due to the COVID-19 pandemic.

The JFC Group of Companies has been following all the regulations and guidelines imposed by government authorities and health care institutions in all countries where it does business to ensure the safety of all its workers, customers and other stakeholders. Employees at support services and main offices in most countries work from home while many restaurant outlets and some commissaries are temporarily closed.

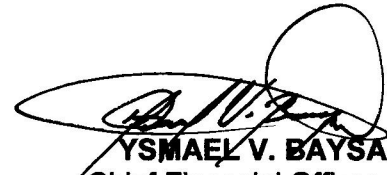
JFC operates the largest food service network in the Philippines. As of April 30, 2020, it was operating 3,317 restaurant outlets in the country: Jollibee brand 1,199, Chowking 611, Greenwich 283, Red Ribbon 503, Mang Inasal 613, Burger King 106, PHO24 1 and Panda Express 1. Abroad, it was operating 2,628 stores: Yonghe King (China) 343, Hong Zhuang Yuan (China) 39, Dunkin' Donuts (China) 7, Jollibee 271 (Vietnam 131, Brunei 18, Hong Kong 10, Singapore 10, Macau 1, Malaysia 1, United States 41, Canada 10, Saudi Arabia 12, UAE 15, Qatar 10, Kuwait 7, Bahrain 1, Oman 1, Italy 1, United Kingdom 1, and Guam 1), Red Ribbon in the US 35, Chowking 48 (US 15, UAE 21, Qatar 4, Oman 2, Kuwait 4, and Saudi Arabia 2), Highlands Coffee 404 (Vietnam 358, and Philippines 46), PHO24 39 (Vietnam 23, Indonesia 16), Hard Rock Cafe 2 (Vietnam), Smashburger 295 and CBTL 1,145. The JFC Group's worldwide store network reached 5,945 stores.

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**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