

COVER SHEET

7 7 4 8 7

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

(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) 634-1111 loc. 7817

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Any Day in June

Month Day Year
Annual Meeting

Jollibee, Partner Move Closer to Vietnam IPO

17C

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total no. of Stockholders

Domestic

Foreign

Total Amount of Borrowings

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)

17C Press Release
Jollibee, Partner Move Closer to Vietnam IPO
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

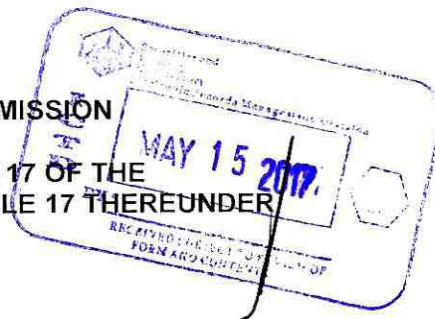
Central Receiving Unit

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 11, 2017**
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

Title of each Class	Number of shares of Common stock outstanding
Common	<u>1,081,242,369</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,081,242,369 is inclusive of 2,436,661 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated May 9, 2017)	1,232,261
Shares applied for listing	<u>(500)</u>
Ending balance, as of May 11, 2017	1,231,761
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated May 9, 2017)	1,205,620
Shares applied for listing	<u>(720)</u>
Ending balance, as of May 11, 2017	1,204,900
TOTAL	<u>2,436,661</u>

THE JFC GROUP OF COMPANIES

Jollibee, Partner Move Closer to Vietnam IPO

Metro Manila, Philippines, May 11, 2017 – *Jollibee Foods Corporation* (PSE: JFC)

Jollibee Foods Corporation (JFC), the largest Asian food service company, disclosed today that its wholly-owned subsidiary, JSF Investments Pte. Ltd. (JSF) and its partner, Viet Thai International Joint Stock Company (VTI), in their joint venture, SuperFoods Group with business mostly in the Socialist Republic of Vietnam have just completed a key step in their plan to list SuperFoods Group as a public company in a Stock Exchange in Vietnam by adjusting the ownership interest in the SuperFoods Group to 60% JFC and 40% VTI from its previous 50-50 ownership share. This step is in line with the partners' agreement dated November 18, 2016 that was disclosed to the Philippine Stock Exchange on the same date to make SuperFoods a public company by July, 2019.

The SuperFoods Group owns and operates the brands Highlands Coffee and Pho 24 and is a franchisee of Hard Rock Café in Vietnam, Macau and Hong Kong. As of March 31, 2017, Highlands Coffee had 180 outlets, Pho 24 had 33 outlets and Hard Rock Café had 3 outlets. 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 dish 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. The joint venture's goal is to make Highlands Coffee and Pho 24 the dominant market leaders in their respective segments and true national champion brands of Vietnam.

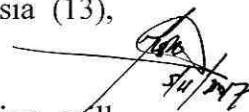
For the next three years, the SuperFoods Group plans to open 485 stores, mostly in Vietnam. In addition, it plans to expand the brands through franchising in other parts of Asia and in Australia. Presently, Highlands Coffee already has presence in Vietnam (164 stores) and the Philippines (16) while Pho 24 has presence in Vietnam (16), Indonesia (13), Cambodia (2), Korea (1) and Australia (1).

To help fund the SuperFoods' expansion plans, Jollibee Foods Corporation, will henceforth take the lead in the capital raising activities for the joint venture and will work with various financial institutions in Vietnam and other parts of Asia in this undertaking.

The SuperFoods joint venture, which generated system wide sales of USD58 Million in 2016, is one of the fastest growing businesses in the JFC Group, growing by 46% in 2016 with Highlands Coffee growing by 73% over the same period in the previous year.

As owner of 60% of the SuperFoods Group, JFC will henceforth, include the Superfoods Group in its financial consolidation.

JFC also owns and operates Jollibee stores in Vietnam with 84 restaurants at the end of 2016. Jollibee Vietnam's sales for the year 2016 grew by 47% over 2015.



Handwritten signature and date: 5/11/2017

JFC foresees that Vietnam will become a large consumer market and that it will be able to build a significant business in the country. Vietnam has a population of 95 million which compares with the Philippines' 104 million. Its economy is growing at 6.2% compared to the Philippines' 6.8%.

The SuperFoods Group brings to the JFC Group presence in 4 additional foreign countries: Indonesia, Cambodia, Korea and Australia. The JFC Group now has presence in 17 countries outside the Philippines. It now has presence in six of the ten member countries of the Association of Southeast Asian Nations (ASEAN): Philippines, Vietnam, Singapore, Brunei, Indonesia and Cambodia. It looks forward to having presence in Malaysia and other member states in the future and grow the business strongly with the ASEAN economic integration.

JFC operates the largest food service network in the Philippines. As of March 31, 2017, it was operating 2,684 restaurant outlets in the country: Jollibee brand 997, Chowking 491, Greenwich 252, Red Ribbon 398, Mang Inasal 470 and Burger King 76. Abroad, it was operating 620 stores: Yonghe King (China) 312, Hong Zhuang Yuan (China) 44, Dunkin' Donuts (China) 16, Jollibee 172 (US 36, Vietnam 85, Brunei 14, Saudi Arabia 11, Qatar 6, UAE 7, Kuwait 4, Singapore 4, Hong Kong 3, Bahrain 1 and Canada 1), Red Ribbon in the US 33, Chowking 43 (US 15, UAE 19, Qatar 3, Oman 2, Kuwait 3 and Saudi Arabia 1). The JFC Group's worldwide store network reached 3,304 stores.

JFC also has a 48% interest in joint venture for 12 Hotpot (China) with 16 stores and a 40% interest in Smashburger with 374 outlets, mostly in the United States. These joint ventures, together with SuperFoods have a total of 611 stores worldwide, which are not yet included in JFC's consolidated store count as of March 31, 2017.

[Handwritten signature]
5/10/2017

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