

NOTICE OF SPECIAL STOCKHOLDERS' MEETING

NOTICE IS HEREBY GIVEN that the special meeting of the stockholders of Jollibee Foods Corporation (the "Corporation") will be held on November 23, 2015 at 2:00pm at the 32nd Floor, Right Wing, Jollibee Plaza Building, 10 F. Ortigas Jr. Avenue, Ortigas Center, Pasig City.

The Agenda for the meeting shall be as follows:

1. Call to Order;
2. Certification by the Corporate Secretary on Notice and Quorum;
3. Ratification of Amended Senior Management Stock Option and Incentive Plan; and
4. Adjournment.

Registration begins at 1:00pm. Only stockholders of record as of October 19, 2015 are entitled to vote and be voted for during the meeting. For your convenience in registering your attendance, please bring any form of government-issued identification card such as passport, SSS identification card or driver's license.

We are not soliciting your proxy. However, you may attend the meeting by submitting a duly-accomplished proxy substantially in the form attached hereto or as may be downloaded in www.jollibee.com.ph which must be received by the Corporate Secretary not later than ten (10) days before the meeting or on November 13, 2015 ("Cut-Off Date").

Proxies received after Cut-Off Date shall not be recognized for the meeting. Proxies duly received by the Corporate Secretary on or before Cut-Off Date shall be recognized for the meeting unless revoked by personal appearance of the stockholder or by a later proxy received on or before Cut-Off Date.

Signed this 26th day of October 2015 at Pasig City.


WILLIAM TAN UNTIONG
Corporate Secretary

PROXY

KNOW ALL MEN BY THESE PRESENTS:

That I , the undersigned stockholder of JOLLIBEE FOODS CORPORATION, do hereby nominate, constitute and appoint _____ as my true and lawful attorney-in-fact and proxy to represent me and vote all my shares registered in my name in the books of said corporation, in the special stockholders' meeting to be held on November 23, 2015 and any adjournments thereof, as fully to all intents and purposes as I might or could do if present in person, hereby ratifying and confirming any and all actions taken during any said meetings, or adjournments thereof.

This proxy shall be valid for the above meeting only, or any adjournments thereof, unless withdrawn by me earlier through notice in writing delivered to the Corporate Secretary. In case I shall be present at any particular meeting, or shall have given my proxy to another to represent me at any meeting, this proxy shall be deemed revoked.

Dated this ____ day of _____ 2015.

Signature: _____

Printed Name: _____

(Do Not Fill This Portion)

No. of Shares Registered: _____

Verified By: _____