

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						

(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)

Contact Person

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Any Day in June

Month Day Year
Annual Meeting

Press Release: 2015 2nd Quarter Results

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

(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

2015 2nd Quarter Results

(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-Q
 QUARTERLY REPORT PURSUANT TO SECTION 17 OF THE
 SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17 (2)(b) THEREUNDER**

1. Date of Report: **August 7, 2015**
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, F. ORTIGAS JR. AVENUE, ORTIGAS JR. AVENUE,
PASIG CITY**
Address of registrant's principal office

1600
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

<i>Title of each Class</i>	Number of shares of Common stock outstanding
Common	<u>1,069,236,761</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding share of 1,069,236,761 is inclusive of 21,834 MSOP shares subject for listing and 2,858,928 shares entrusted with Deutsche Regis Partners, Inc. with the following details:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated August 6, 2015)	1,466,915
Shares applied for listing	-
Ending balance, as of August 7, 2015	<u>1,466,915</u>
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated August 6, 2015)	1,392,013
Shares applied for listing	-
Ending balance, as of August 7, 2015	<u>1,392,013</u>
TOTAL	<u><u>2,858,928</u></u>

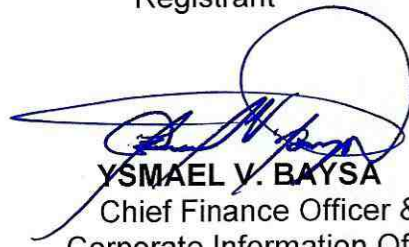
11. Other Events

Please see attached press release.

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 Finance Officer &
Corporate Information Officer



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

THE JOLLIBEE GROUP OF COMPANIES
JFC 1st Half Profit Up 5.4%, Accelerates Store Expansion to 3,000

Metro Manila, Philippines, August 7, 2015 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the Quarter ended June 30, 2015

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the quarter and six months ended June 30, 2015:

Financial Summary	Quarter 2			YTD June		
	2015	2014	% Change	2015	2014	% Change
System Wide Retail Sales	32,247	29,748	8.4%	62,154	57,054	8.9%
Revenues	24,853	22,788	9.1%	47,855	43,702	9.5%
Net Income	1,465	1,418	3.3%	2,702	2,516	7.4%
Net Income Attributable to Equity						
Holders of the Parent Company	1,412	1,390	1.6%	2,600	2,468	5.4%
Earnings Per Common Share - Basic	1.325	1.319	0.5%	2.441	2.344	4.1%
Earnings Per Common Share - Diluted	1.298	1.289	0.7%	2.390	2.291	4.3%

** Amounts in PhP Millions, except % change and Per Share data.*

The Jollibee Group grew its revenues by 9.5% in the first six months of 2015 over the same period a year ago as it accelerated its store network expansion to 3,000 worldwide as of June 30, 2015. It opened 131 new stores worldwide of which 102 were in the Philippines, the highest store opening in the first six months of a year. These numbers compared with 84 new stores opened in the Philippines and 108 worldwide in the same period in 2014. The JFC Group had 168 more stores worldwide versus a year ago.

JFC's Chief Executive Officer, Mr. Ernesto Tanmantiong gave the following statement: "We are excited about our recent rate of store network expansion. We just achieved the 3,000th store milestone. We are on track to open at least 200 new stores in one year in the Philippines, the first time we will be able to do so. Historically, we were opening a hundred new stores per year in the country. We look forward to opening 300 new stores worldwide this year, also a first in our history with 100 abroad, the bulk of which will be in the People's Republic of China. The key drivers of our store network growth are strong same store sales growth and improved profitability and financial returns of our stores, built over the past two years across the brands and across different regions in the world, and increased capability of our organization particularly our network development group in the Philippines. We look forward to JFC's resurgence to double digit sales growth in the quarters and years ahead".

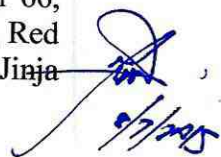
JFC's net income attributable to shareholders of the parent company grew by only 5.4% in the first half of the year with basically a flat growth in the second quarter of 2015 versus the same period a year ago despite a 9.5% increase in revenues. Higher raw material prices reduced profit margins while major investment spending on information technology, particularly on SAP implementation significantly increased general and administrative expenses.

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JFC's Chief Financial Officer, Mr. Ysmael V. Baysa gave the following statement: "Raw material prices are declining; however, their benefits on profit margins have been offset by high level of inventories of materials with still high prices. We deliberately increased our inventories in the Philippines starting in 2014 as a safety measure during a major new system implementation, and as a way of dealing with the logistics and delivery challenges in the country. We look forward to resurgence to double digit sales and profit growth in 2016 and in the years ahead as we realize the benefits of improved profit margins, acceleration of store network expansion, stabilization of our information technology cost and higher profit contribution by our businesses abroad, even as all regions worldwide have grown their profit in the first half of 2015 versus a year ago. Meanwhile, our working capital improved significantly in the second quarter of 2015, bringing the Company back to a strong net cash level and in a position to fund major investments for long term growth."

Jollibee Foods Corporation operates the largest food service network in the Philippines. As of June 30, 2015, it was operating 2,374 restaurant outlets in the country: Jollibee brand 880, Chowking 422, Greenwich 219, Red Ribbon 349, Mang Inasal 459 and Burger King 45. Abroad, it was operating 627 stores: Yonghe King (China) 314, Hong Zhuang Yuan (China) 44, San Pin Wang (China) 56, Jollibee 131 (US 32, Vietnam 66, Brunei 12, Saudi Arabia 10, Qatar 3, Kuwait 4, Hong Kong 1, Singapore 2 and UAE 1), Red Ribbon in the US 33, Chowking 46 (US 19, UAE 19, Qatar 5, Oman 2 and Kuwait 1), Jinja Bar (US) 3. The JFC Group had a total of 3,001 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 81, Pho 24 (Vietnam, Indonesia, Cambodia, and Korea) 38, and 12 Sabu (China) 20.



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