



COVER SHEET

**JOLLIBEE FOODS CORPORATION**

(Company's Full Name)

**10/F Jollibee Plaza Building**  
**Emerald Avenue, 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 17-C**  
**Press Release**

(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                    **November 14, 2013**
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, EMERALD 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

Title of each Class	Number of shares of Common stock outstanding
<b>Common</b>	<b><u>1,050,093,021</u></b>
<b>Treasury Shares: Common</b>	<b><u>16,447,340</u></b>

*Note: Total outstanding common shares inclusive of 624,838 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST\_2013000032944 dated August 2, 2013) lodged with Deutsche Regis Partner's Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST\_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012*

11. Other Events

Please see attached press release.

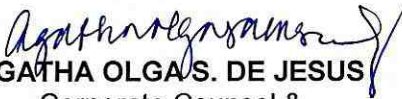
SIGNATURE

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



**AGATHA OLGAS. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer

THE JFC GROUP OF COMPANIES

**Jollibee 3<sup>rd</sup> Quarter Sales Up 13%, Profit Rises by 15.9%**

Metro Manila, Philippines, November 14, 2013 – *Jollibee Foods Corporation* (PSE: JFC) – Results for the quarter ended September 30, 2013

The following are the highlights of JFC's results of operations for the quarter ended September 30, 2013:

Financial Summary	Quarter 3 Ended September 30			Year-to-date Ended September 30		
	2013	2012	% Change	2013	2012	% Change
System Wide Retail Sales	25,320	22,416	13.0%	75,223	66,918	12.4%
Revenues	19,766	17,324	14.1%	57,834	51,500	12.3%
Net Operating Income	1,209	1,067	13.3%	3,935	3,018	30.4%
Net Income	1,038	886	17.1%	3,139	2,506	25.2%
Net Income Attributable to Equity						
Holders of the Parent Company	1,019	879	15.9%	3,124	2,466	26.7%
Earnings Per Common Share - Basic	0.970	0.841	15.3%	2.979	2.367	25.8%
Earnings Per Common Share - Diluted	0.965	0.837	15.3%	2.940	2.342	25.5%

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

Jollibee Foods Corporation, the Philippines' largest food service company generated in the third quarter of 2013 System Wide Sales of Php 25.3 billion, 13% higher than the sales in the same period in 2012. Sales for the first nine months of the year grew by 12.4% compared to the same period in 2013. System Wide Sales is a measure of all sales to consumers both from company owned and franchised stores.

Sales in the Philippines grew by 10.5% during the quarter versus year ago, China by 21.9%, the United States by 15.7%, and Southeast Asia and the Middle East by 34.7%. Total sales of Foreign Businesses grew by 22.1%.

Worldwide same store sales growth for the quarter was about 8.5% versus year ago sustaining the healthy growth rate of previous quarters. Net income margin improved slightly from 5.1% in the third quarter of 2012 to 5.3% in the same period this year.

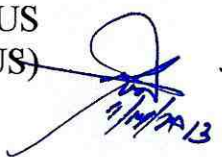
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The Jollibee Group of Companies opened a total of 137 stores in the first nine months of the year as follows: in the Philippines, Jollibee +21, Chowking +10, Greenwich +2, Red Ribbon +45, Mang Inasal +13, Burger King +2; in the People's Republic of China, Yonghe King +24, San Pin Wang +7; in the United States, Jollibee +4, Chowking +1 and in other parts of the world +8.

Jollibee Foods Corporation declared on November 12, 2013 a regular cash dividend of Php 0.71 per share bringing its total cash dividend in 2013 to Php 3.36 per share, an increase of 52.7% versus the total cash dividends declared in 2012.

The overall impact of the typhoon Yolanda on the Jollibee Group is estimated to be manageable. The property damage sustained on company-owned stores is not significant and is covered by insurance. There were 23 company-owned and franchised stores that were not operating as of November 13, 2013 due to a combination of property damage and disruption of product supply. These stores, all located in the provinces of Leyte and Samar, represent only 1.1% of JFC Group's total store network in the Philippines. Jollibee Foods Corporation, its employees and the Jollibee Group Foundation are participating in efforts to provide relief to the typhoon victims in coordination with the Department of Social Welfare and Development and various private institutions.

The JFC Group operates the Philippines' largest restaurant network. As of September 30, 2013, it was operating a total of 2,121 stores in the country: Jollibee brand 795, Chowking 388, Greenwich 198, Red Ribbon 249, Mang Inasal 462 and Burger King 29. Abroad, it was operating 575 stores: Yonghe King (China) 311, Hong Zhuang Yuan (China) 44, San Pin Wang (China) 46, Jollibee 97 (US 28, Vietnam 40, Brunei 13, Jeddah 9, Qatar 3, Kuwait 2, Hong Kong and Singapore 1 each, Red Ribbon in the US 30, Chowking 44 (US 20, Dubai 19, Qatar 4 and Oman 1), Chow Fun (US) 3. The JFC Group has a total of 2,671 stores worldwide.



JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 77, Pho 24 (Vietnam, Indonesia, Philippines, HongKong, Macau and Cambodia) 60, and 12 Sabu (China) 6.

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