



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

Signing of Agreement

(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 **25 February 2014**
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
Common	<u>1,052,464,085</u>
Treasury Shares:	
Common	<u>16,447,340</u>

Note: Total common outstanding share of 1,052,464,085 is inclusive of 2,124,092 shares entrusted with Deutsche Regis Partners, Inc. with the following details.

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated February 24, 2014)	879,320
Shares applied for listing	<u>(26,130)</u>
Ending Balance, as of February 25, 2014	853,190
ELTIP Shares:	
Balance, as of February 25, 2014	<u>1,270,902</u>
	2,124,092

11. Other Events

Jollibee Enters into a Joint Venture for the United Arab Emirates

Metro Manila, Philippines, February 25, 2014 - Jollibee Foods Corporation (PSE: JFC)

Jollibee Foods Corporation, through its wholly owned subsidiary Golden Plate Pte. Ltd. ("GPPL"), signed a joint venture agreement with Golden Crown Foods LLC ("GCFL") to establish a company that will own and operate "Jollibee" stores in the United Arab Emirates (UAE).

GPPL shall own 49% of the joint venture company, while GCFL will own 51%. GPPL and GCFL will share control and management of the joint venture company equally. The initial funding for the UAE company is approximately USD80,000.00.

The JFC Group currently has 42 outlets, all franchised, in the Middle East composed of 16 Jollibee stores (9 Saudi Arabia, 4 Qatar and 3 Kuwait, and 26 Chowking stores (5 Qatar, 2 Oman and 19 in the UAE). JFC's systemwide sales in the Middle East increased by 28% in 2013 vs. 2012.

Jollibee Foods Corporation operates the largest food service company in the Philippines. As of December 31, 2013, it was operating 2,181 restaurant outlets in the country: Jollibee brand 811, Chowking 400, Greenwich 199, Red Ribbon 278, Mang Inasal 459 and Burger King 34. Abroad, it was operating 583 stores: Yonghe King (China) 314, Hong Zhuan Yuan (China) 43, San Pin Wang (China) 45, Jollibee 101 (US 29, Vietnam 41, Brunei 13, Saudi Arabia 9, Qatar 4, Kuwait 3, Hong Kong and Singapore 1 each, Red Ribbon in the US 31, Chowking 46 (US 20, Dubai 19, Qatar 5 and Oman 2), Jinja (US 3). The JFC Group had a total of 2,764 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 84, Pho 24 (Vietnam, Indonesia, Philippines, Hong Kong, Macau and Cambodia) 70, and 12 Sabu (China) 8.



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

Vice President – Corporate Finance
and Chief Finance Officer



AGATHA OLGA DE JESUS

Corporate Counsel & CIO