

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			
D	O	I	N	G	B	U	S	I	N	E	S	U	N	D	E	R	T	H	E	N	A	M	E			
A	N	D	S	T	Y	L	E	O	F	J	O	L	L	I	B	E	E									

(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. Joliza D. Salgado

Contact Person

(632) 8634-1111 loc. 7817

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Last Friday of June

Month Day Year
Annual Meeting

Jollibee to Enter West Malaysia

17C

Secondary License Type, If Applicable

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Dept. Requiring this Doc.

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Amended Articles Number/Section

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Total no. of Stockholders

Total Amount of Borrowings

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Domestic

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Foreign

To be accomplished by SEC Personnel concerned

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File Number

LCU

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Document I.D.

Cashier

STAMPS

Remarks = please use **black ink** for scanning purposes

COVER SHEET

JOLLIBEE FOODS CORPORATION
Doing business under the name and style of Jollibee
(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)

Last Friday of June
(Annual Meeting)

17C
Jollibee to Enter West Malaysia
(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 July 29, 2021
2. Commission identification number **77487**
3. BIR Tax Identification No. **000-388-771**
4. **JOLLIBEE FOODS CORPORATION**
doing business under the name and style of Jollibee
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) 8634-1111**
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>1,109,566,917</u>
Treasury Shares:	
 Common	<u>16,447,340</u>

Note: Total common outstanding shares of 1,109,566,917 is inclusive of 21,750,330 total outstanding shares for JFC's stock option program, which also include 3,027,734 remaining shares entrusted with Regis Partners, Inc. Details of shares with Regis Partners, Inc. are as follows:

MSOP Shares:	
Beginning balance (per SEC Form 17-C dated July 6, 2021)	453,172
Shares applied for listing	-
Ending balance, as of July 29, 2021	453,172
ELTIP Shares:	
Beginning Balance (per SEC Form 17-C dated July 6, 2021)	2,574,562
Shares applied for listing	-
Ending balance, as of July 29, 2021	2,574,562
TOTAL	3,027,734

11. Other Events

Please see attached for Philippine Stock Exchange (“PSE”) Form 4-22 (Joint Ventures) dated July 29, 2021 for your reference.

THE JFC GROUP OF COMPANIES

Jollibee to Enter West Malaysia

Metro Manila, Philippines, July 29, 2021 – Jollibee Foods Corporation (PSE: JFC) – Company Announcement

Jollibee Foods Corporation (JFC), one of the largest Asian food service companies, disclosed today that its wholly owned subsidiary, Golden Plate Pte. Ltd. (“GPPL”), a company based in Singapore has entered into an agreement to form a joint venture company (JVCo) together with Beeworks Investment Pte. Ltd. (“BIPL”), to own and operate Jollibee stores in West Malaysia which covers the country’s capital, Kuala Lumpur.

BIPL is majority-owned by Mr. Patrick Chong (“Mr. Chong”). Mr. Chong is a franchisee for Jollibee East Malaysia which covers Kota Kinabalu. He has been a longstanding investor in Malaysia through his company The Luxasia Group, an omnichannel leader in luxury beauty and lifestyle brands.

Under the agreement, the parties will establish a company in Malaysia which will be owned 30% by GPPL and 70% by BIPL. GPPL and BIPL have committed to initially invest USD 8.0 million to the JV, of which up to USD 2.4 million will be contributed by GPPL in proportion to its ownership in the business. The JVCo will have the exclusive license rights to develop the Jollibee brand in West Malaysia. The JVCo aims to open at least 120 stores within ten (10) years, starting in 2022.

JFC’s business in Southeast Asia outside the Philippines is its fastest growing region with a total of 885 stores. JFC has presence in Vietnam, with 621 stores (Highlands Coffee 427, Jollibee 143, Pho 24 45, The Coffee Bean & Tea Leaf [CBTL] 6), Singapore 72 stores (CBTL 61, Jollibee 11), Malaysia 104 (CBTL 103, Jollibee 1), Indonesia 88 (CBTL 72, Pho 24 16). JFC’s Southeast Asia business accounted for 6.7% of its global system wide sales. The creation of the joint venture for Jollibee West Malaysia will accelerate even more this growth and will help make Southeast Asia a more significant business for the JFC group.


The Jollibee Group of Companies operates 17 brands in 33 countries. As of June 30, 2021, it was operating a total of 5,816 stores, with 3,192 in the Philippines and 2,624 outside the Philippines mostly in North America with 353 stores, China with 407, and Vietnam with 682. Its largest brands in terms of global store network are Jollibee with 1,487, The Coffee Bean and Tea Leaf with 1,051, Chowking with 607, Red Ribbon 527, Yonghe King with 364, Smashburger with 239 and Mang Inasal with 585.

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## 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