NOTICE OF ANNUAL STOCKHOLDERS MEETING

NOTICE IS HEREBY GIVEN that the annual meeting of the stockholders of Jollibee Foods Corporation (the "Corporation") will be held on June 27, 2014 at 2:00pm, at the PSE Auditorium, PSE Building, Exchange Drive, 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. Reading and approval of the minutes of the last Annual Stockholders' Meeting;
4. President's Report;
5. Approval of the 2013 Audited Financial Statements and 2013 Annual Report;
6. Ratification of Actions by the Board of Directors and Officers of the Corporation;
7. Election of Directors;
8. Appointment of External Auditors;
9. Approval of proposed amendment to the Articles of Incorporation;
10. Other matters; and
11. Adjournment.

Registration begins at 1:00pm. Only stockholders of record as of <u>May 30, 2014</u> are entitled to vote and be voted for during the meeting. For your convenience in registering your attendance, please bring any form of government-issue identification such as passport, SSS identification or driver's license.

All nominations to the Board of Directors must be received by the Corporate Secretary not later than June 6, 2014. Nominations received after this date shall not be recognized for the meeting.

<u>We are not soliciting your proxy</u>. However, you may attend the meeting by submitting a duly-accomplished proxy substantially in the form attached hereto which must be received by the Corporate Secretary not later than ten (10) days before the meeting or on June 17, 2014 ("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.

WILLIAM TAN UNTIONG
Corporate Secretary