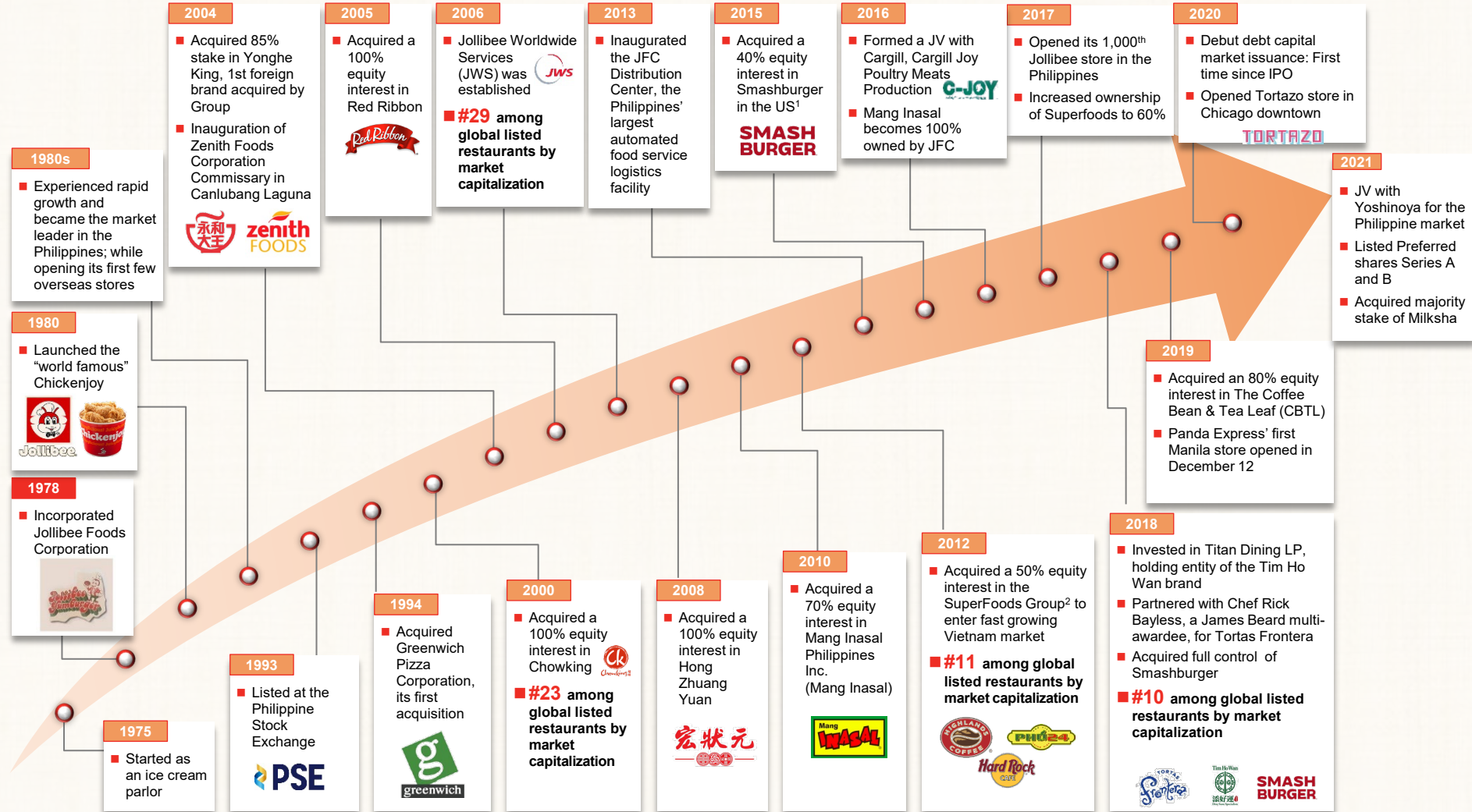


Jollibee Foods Corporation Company Brief



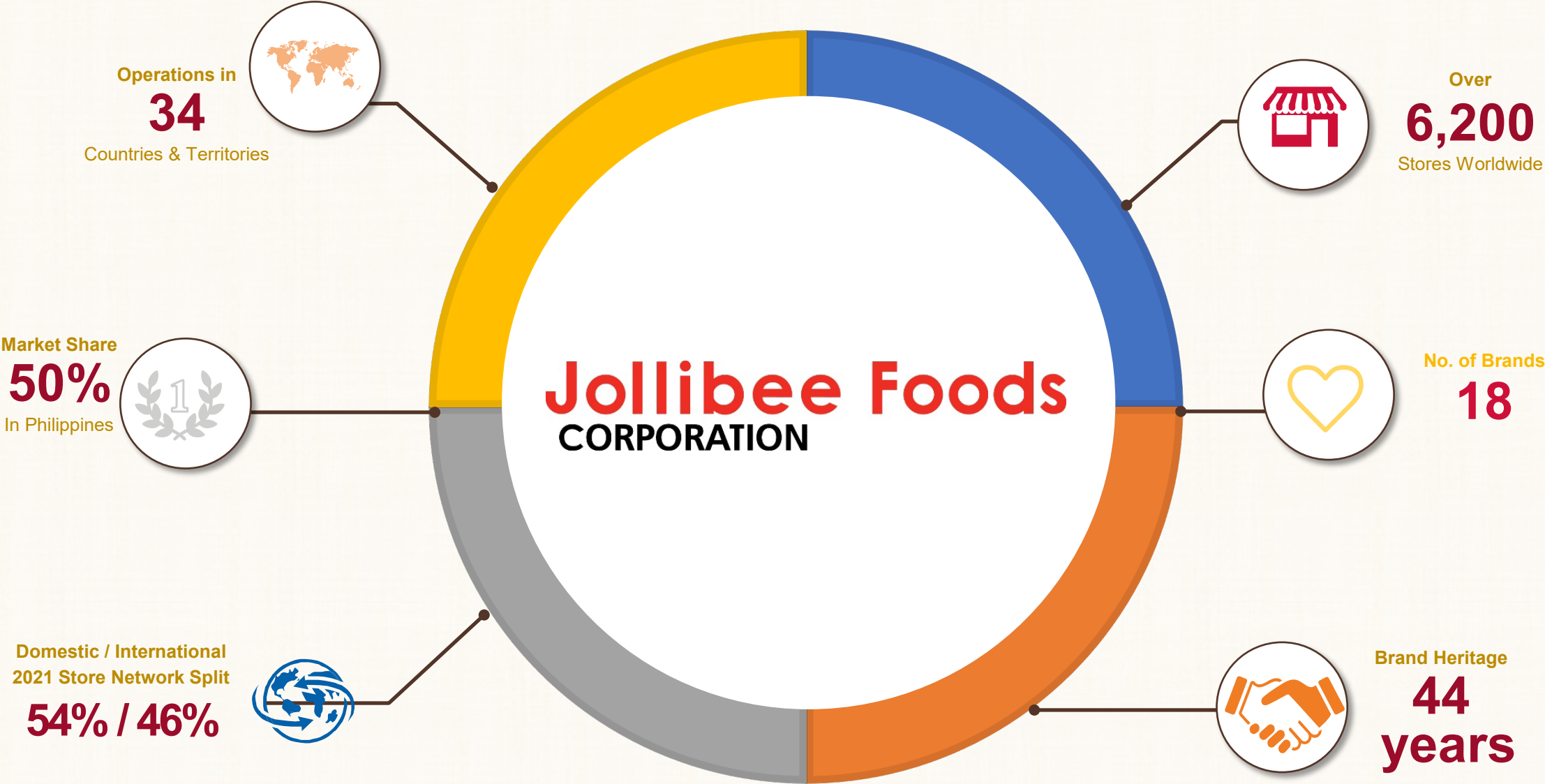
Corporate history and key milestones

Strategic expansion whilst evolving operations towards world-class standards

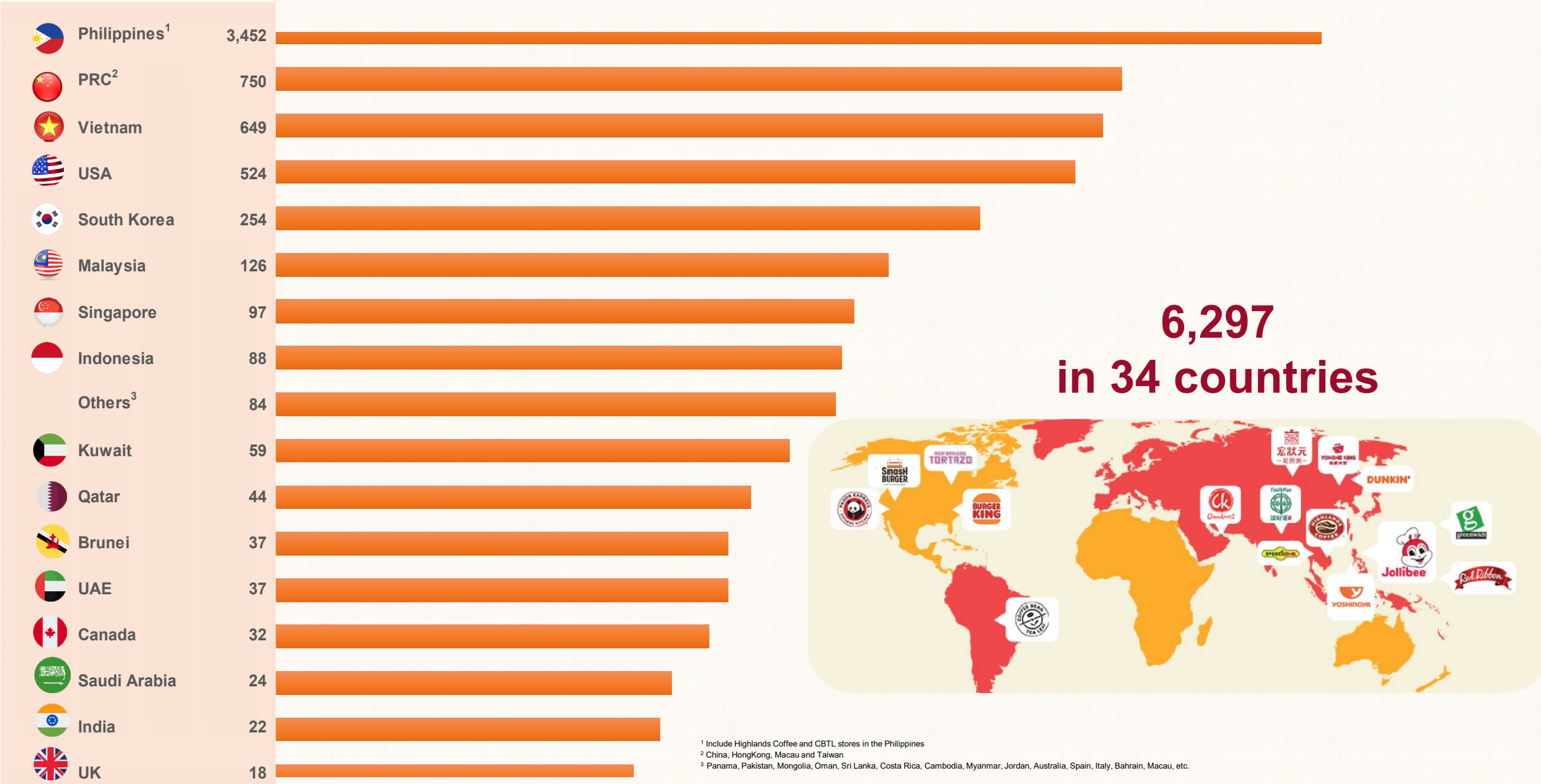


Source: Company information, Market information

Note: ¹ 40% equity interest in SJBF LLC, the parent company of the entities comprising the Smashburger business. Acquired an additional 45% and subsequently, remaining 15% equity interest in SJBF LLC in 2018, making Smashburger a wholly-owned subsidiary of the Company; ² Acquired an additional 10% equity interest in SuperFoods in 2017, increasing its total equity interest to 60%



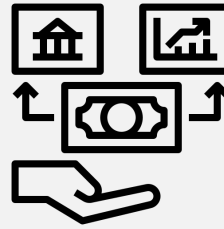
Geographical Footprint





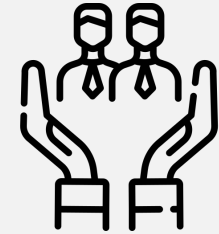


Grow both top and bottom line with effective investment decisions and focus on implementation excellence to deliver results for fiscal 2022 amidst macro headwinds.

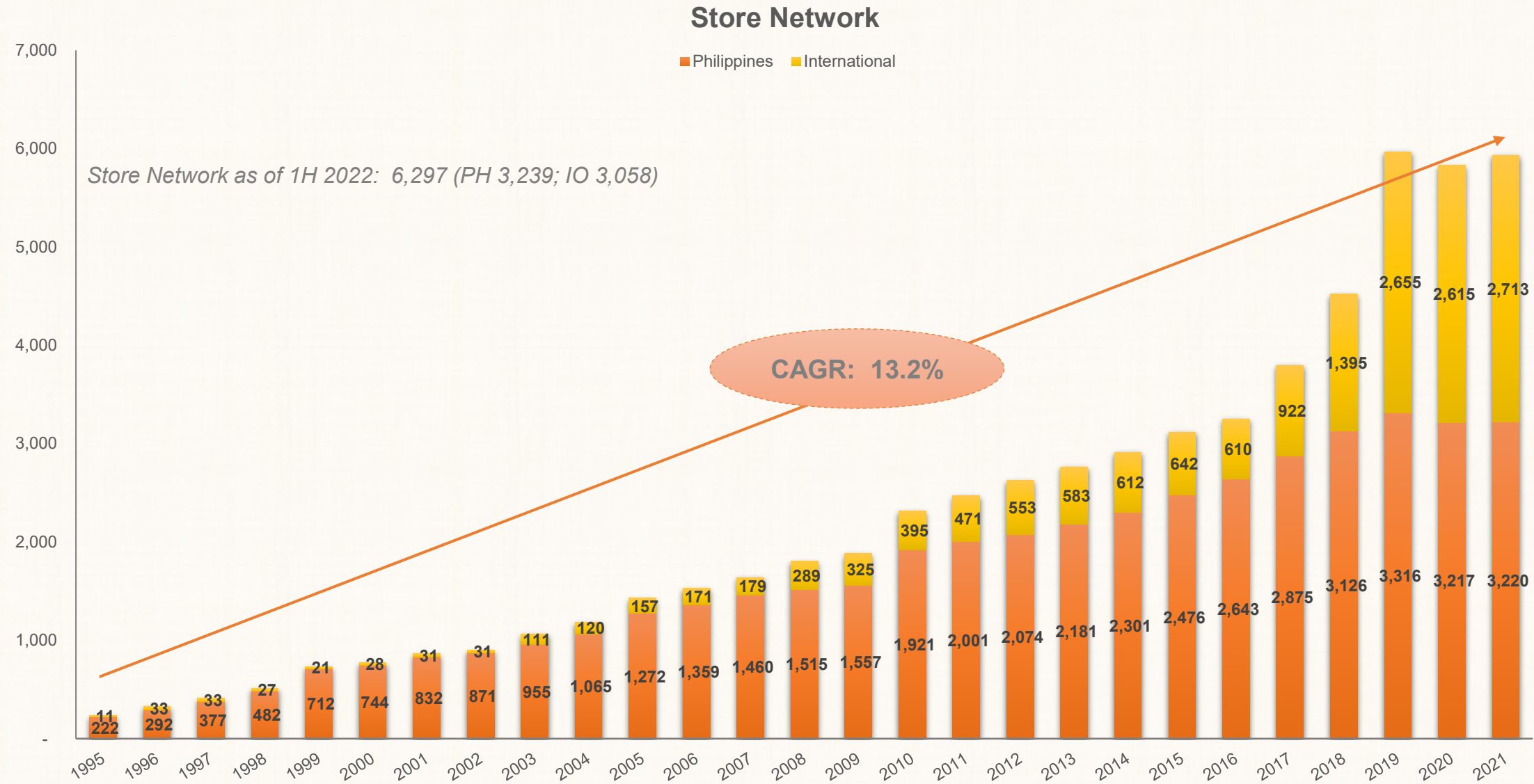


Continue to fortify our Balance Sheet & Capital Structure to ensure

- i. timely servicing of debt in line with commitments to protect stakeholders' investments
- ii. pipeline of funding for operational and capital expenditure needs
- iii. flexibility to seize opportunities for acquiring undervalued assets or strategically compatible brands

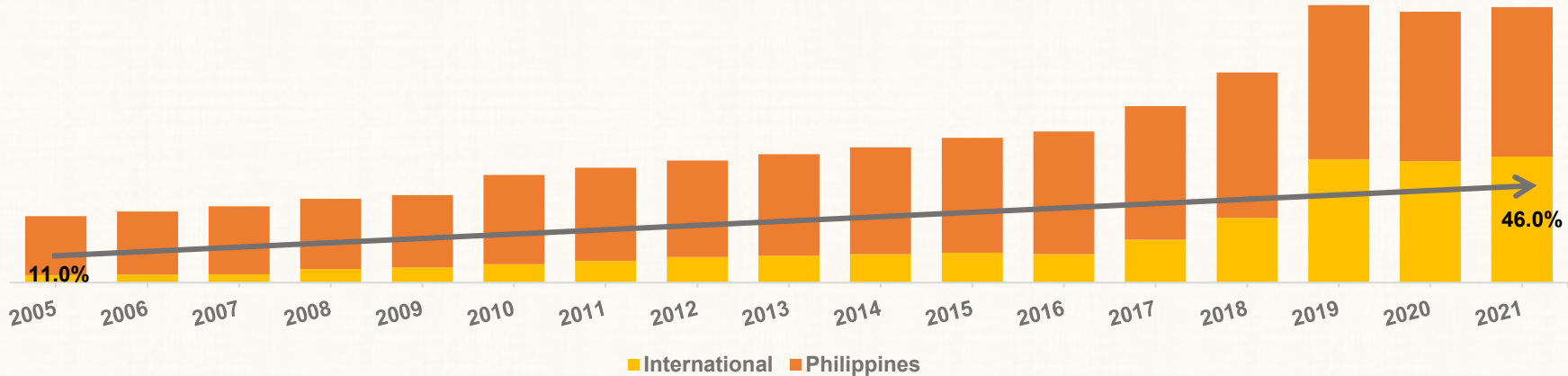


Continue to build JFC leadership, managerial and skilled teams at central/shared functions as well as in the Business Units.

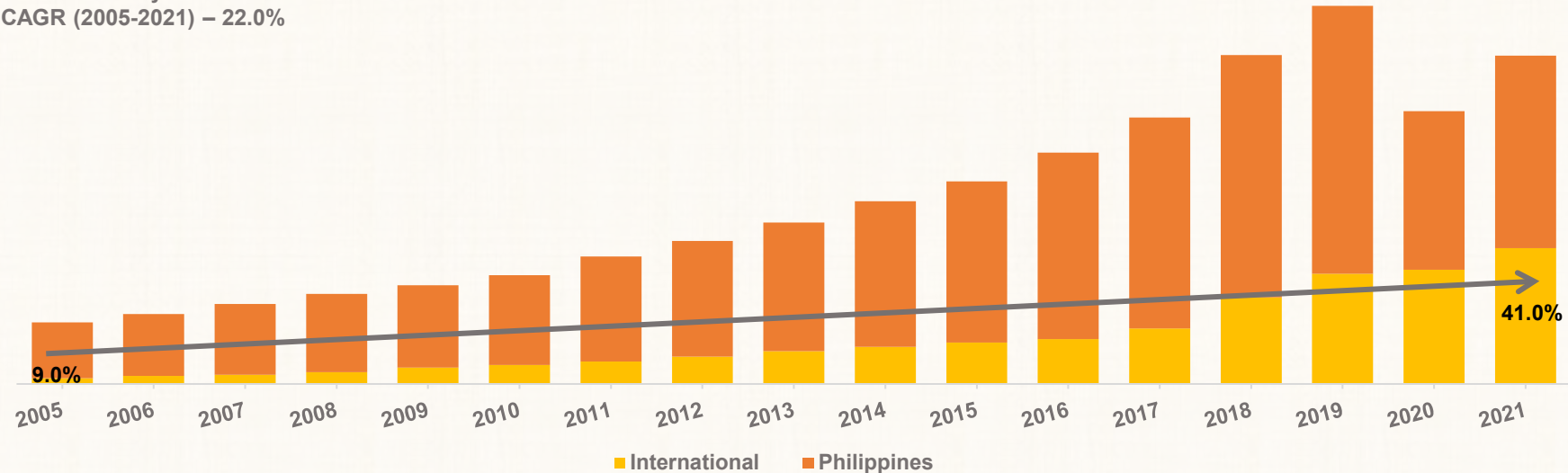


International Expansion of JFC Group

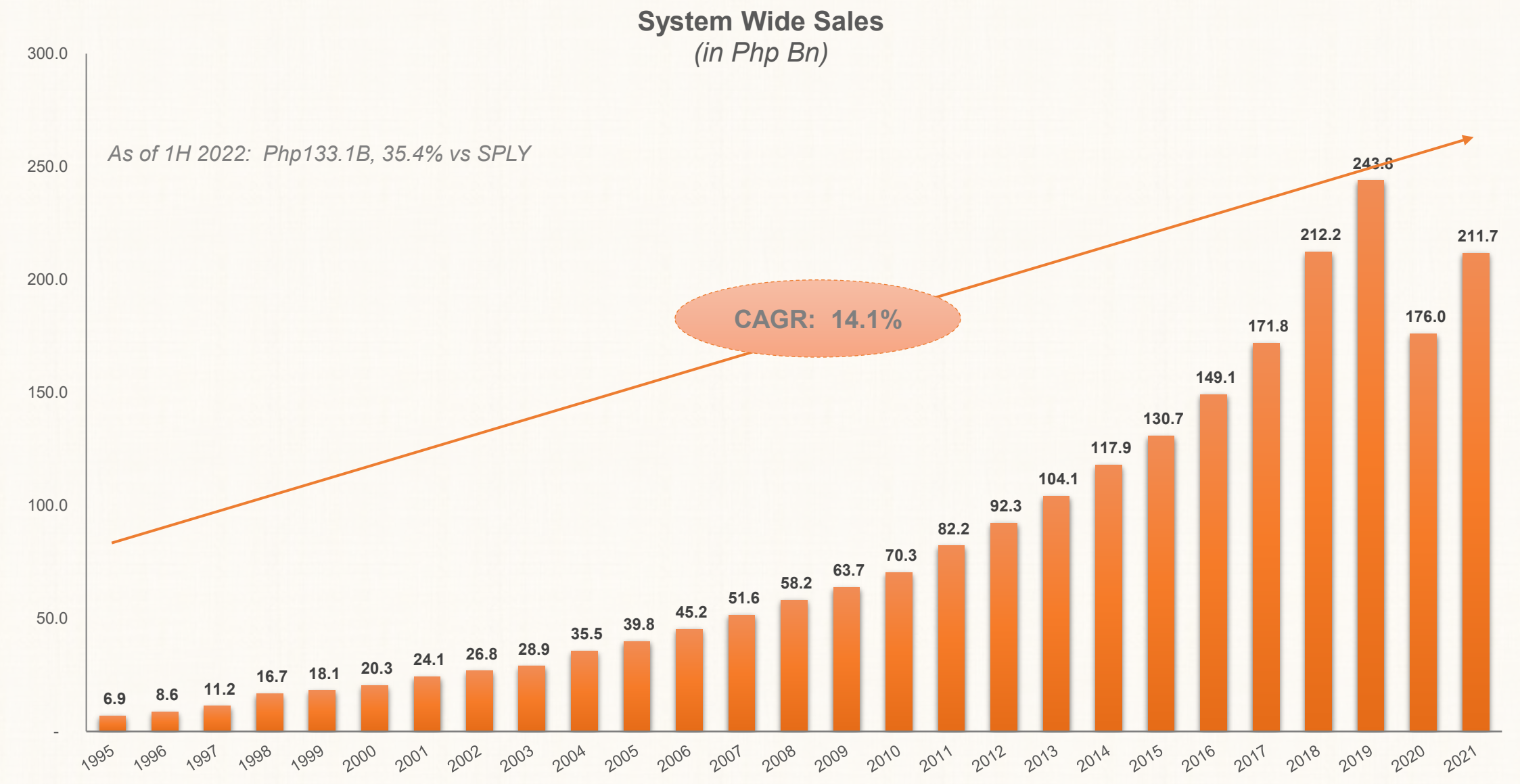
International Store Network Contribution
CAGR (2005-2021) – 19.5%



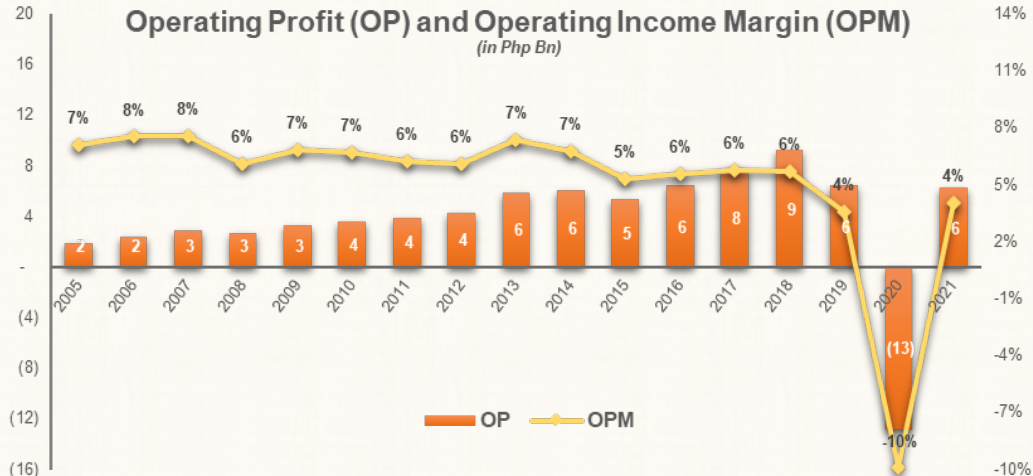
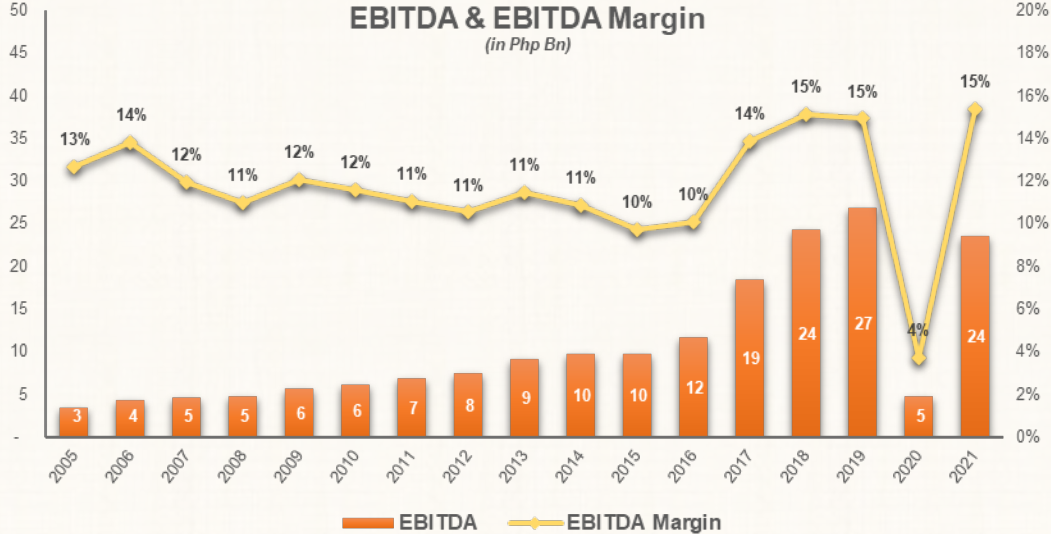
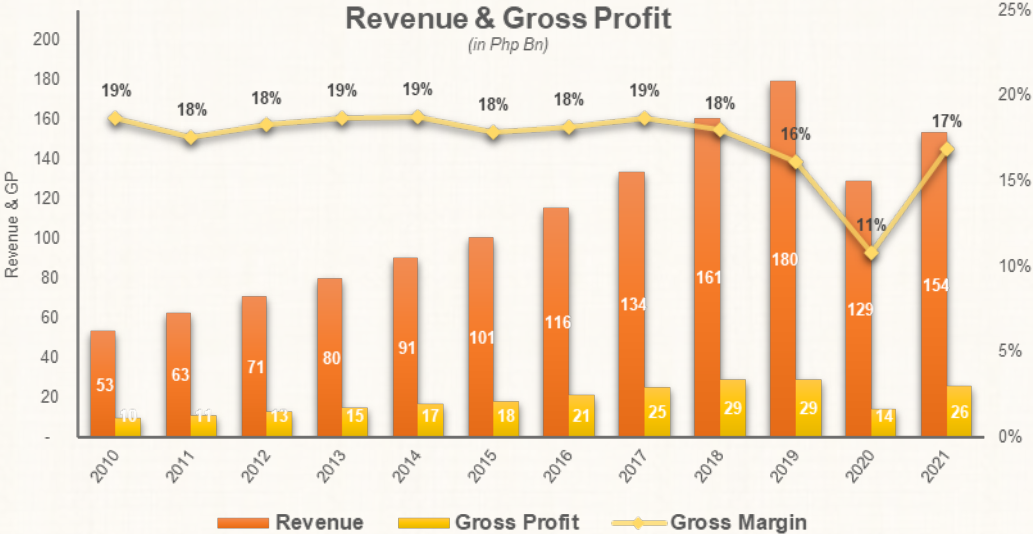
International Systemwide Sales Contribution
CAGR (2005-2021) – 22.0%



Proven track record of leading and growing our brands overseas

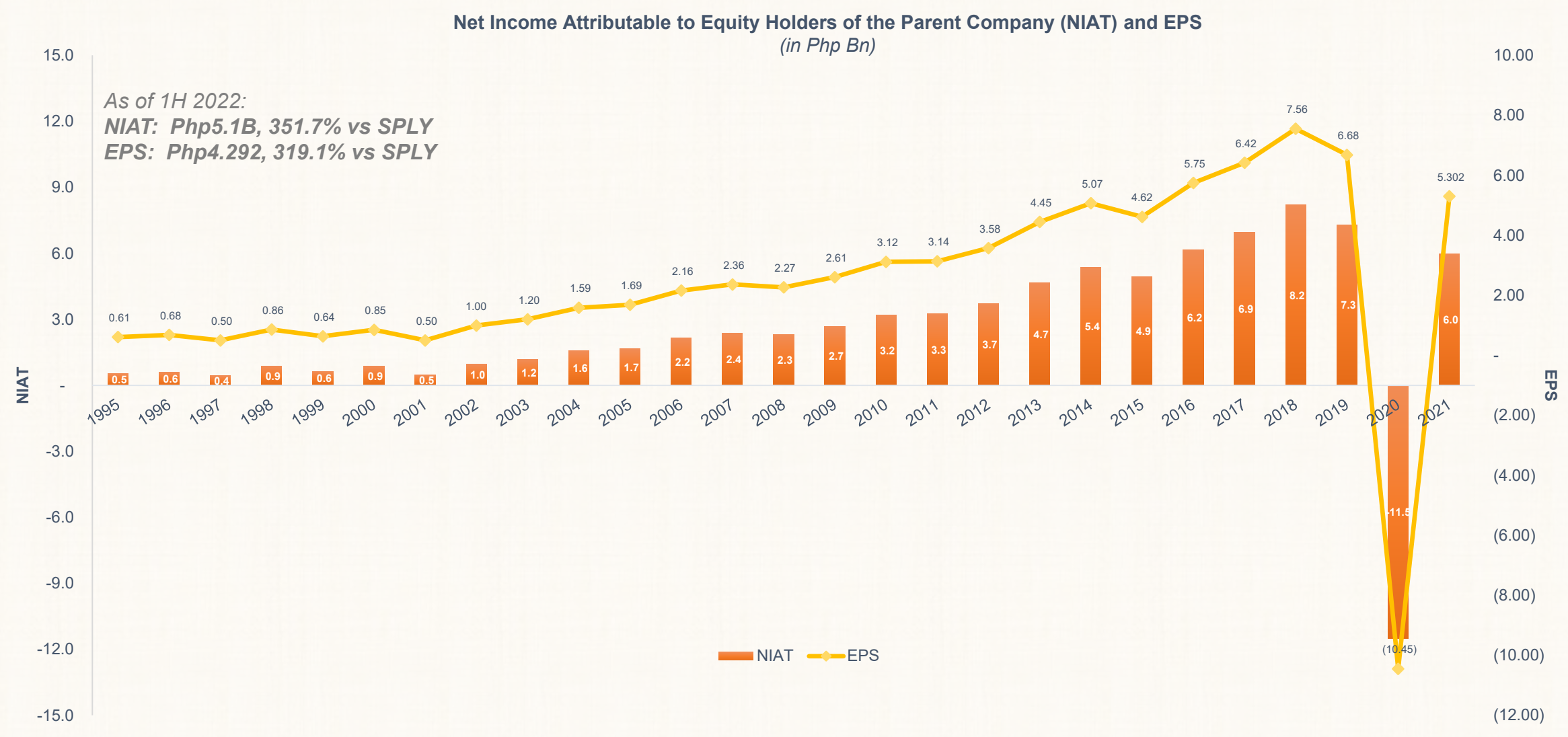


Financial Highlights




Key Highlights

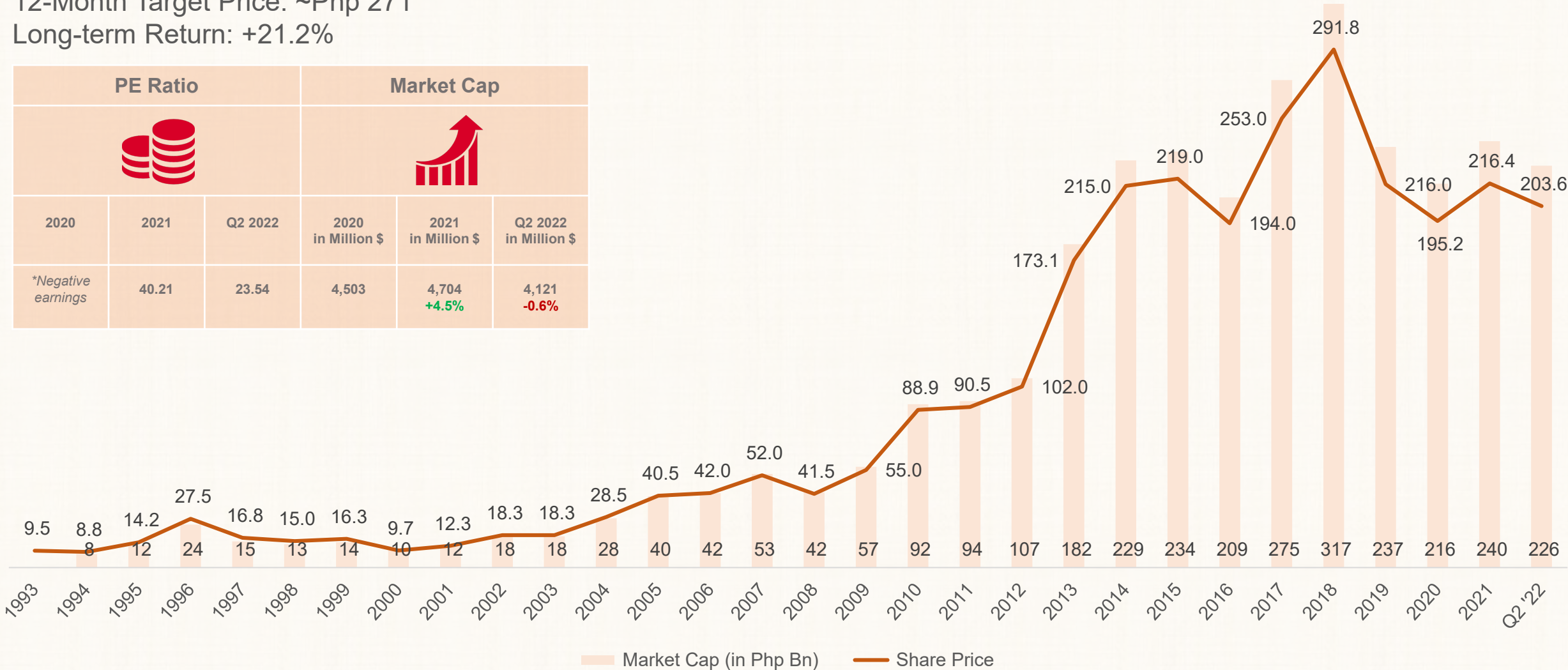
- ❖ Highest annual revenue recorded in 2019
- ❖ Highest gross profit reported in 2019
- ❖ Highest EBITDA margin recorded in 2018, 2019 and 2021
- ❖ Highest operating income in 2019



Historical Stock Price and Market Capitalization

76% Consensus “Buy” Rating
19% Consensus “Hold” Rating
12-Month Target Price: ~Php 271
Long-term Return: +21.2%

PE Ratio			Market Cap		
					
2020	2021	Q2 2022	2020 in Million \$	2021 in Million \$	Q2 2022 in Million \$
*Negative earnings	40.21	23.54	4,503	4,704 +4.5%	4,121 -0.6%



Mission Vision



Mission

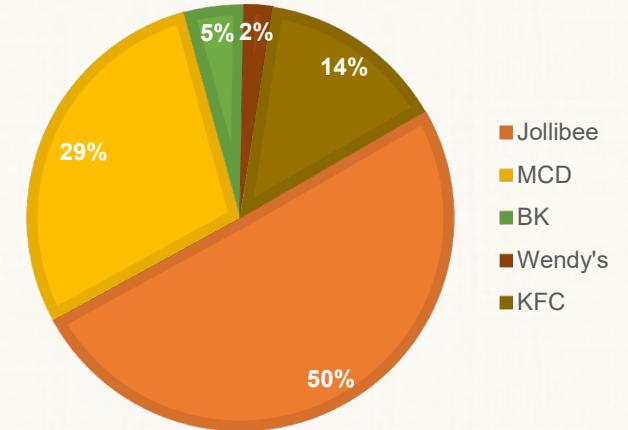
To serve great tasting food,
bringing the joy of eating to
everyone

Vision

To be among the Top 5 food
companies in the world

Jollibee Key Facts (Philippines):	
Year launched	1978
Target segment	Family with children (0-16 yrs.)
Cuisine	Chicken and burger
Price points	Php 8 to 960
% Contribution to JFC System-wide Sales*	36%
# of Stores (YTD June 2022) – Philippines	1,186
Ratio of Owned and Franchised Stores	36/64

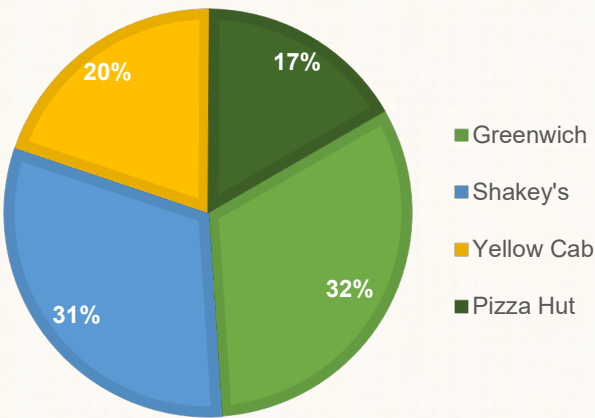
Store Network Market Share – Philippines





Greenwich Key Facts (Philippines):	
Acquisition	1994
Target segment	Young working adults (17-30 yrs)
Cuisine	Pizza and pasta
Price points	Php 99 to 220 (Per person meals) Php 99 to 1,099 (Pizza prices)
% Contribution to JFC System-wide Sales*	3%
# of Stores (YTD June 2022) – Philippines	269
Ratio of Owned and Franchised Stores	53/47

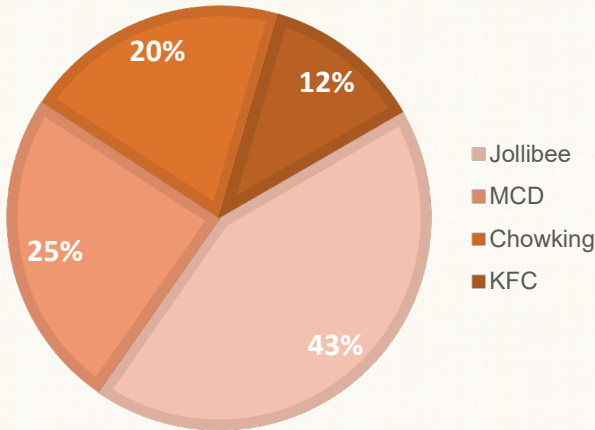
Store Network Market Share – Philippines





Chowking Key Facts (Philippines):	
Acquisition	2000
Target segment	Working Adults, Families and Individuals
Cuisine	Chinese meals
Price points	Php 45 to 810
% Contribution to JFC System-wide Sales*	8%
# of Stores (YTD June 2022) – Philippines	560
Ratio of Owned and Franchised Stores	33/67

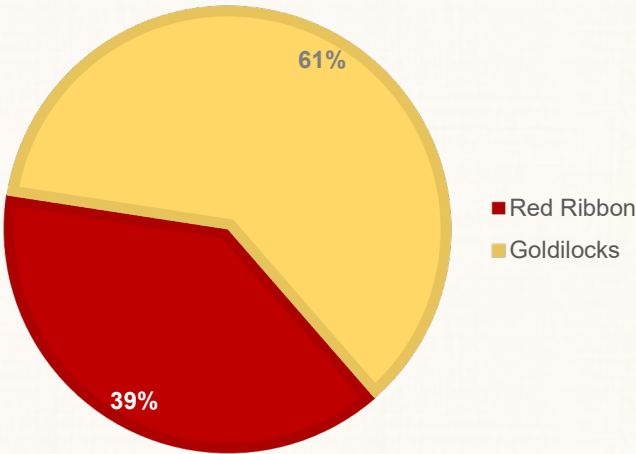
Store Network Market Share – Philippines





Red Ribbon Key Facts (Philippines):	
Acquisition	2005
Target segment	BCD Market, Working Mothers
Cuisine	Cakes, pastries, breads and delicacies (PBD)
Price points	Php 220 to 1,100 (Rolls and cakes) Php 27 to 420 (PBD)
% Contribution to JFC System-wide Sales*	3%
# of Stores (YTD June 2022) – Philippines	524
Ratio of Owned and Franchised Stores	35/65

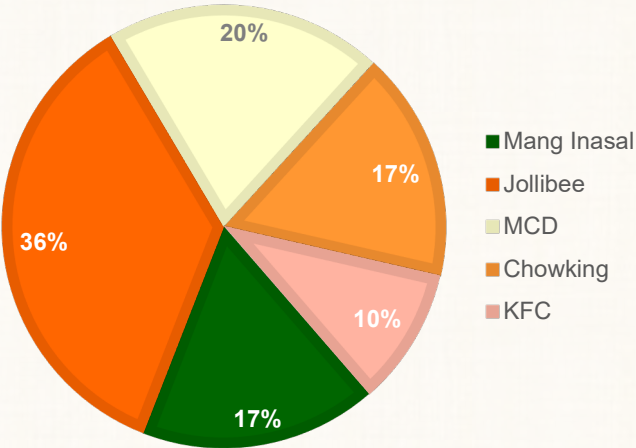
Store Network Market Share – Philippines





Mang Inasal Key Facts (Philippines):	
Acquisition	2010
Target segment	Working Adults
Cuisine	Filipino Meals (Grilled chicken/pork, sisig, Halo-halo)
Price points	Php 29 to 675
% Contribution to JFC System-wide Sales*	8%
# of Stores (YTD June 2022) – Philippines	577
Ratio of Owned and Franchised Stores	3/97

Store Network Market Share – Philippines

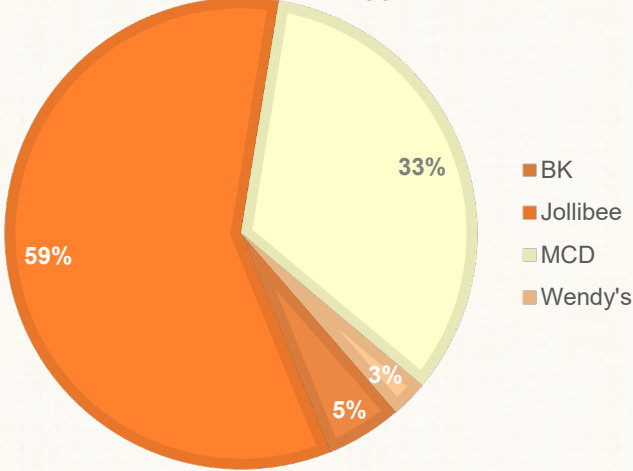




Burger King Key Facts (Philippines):

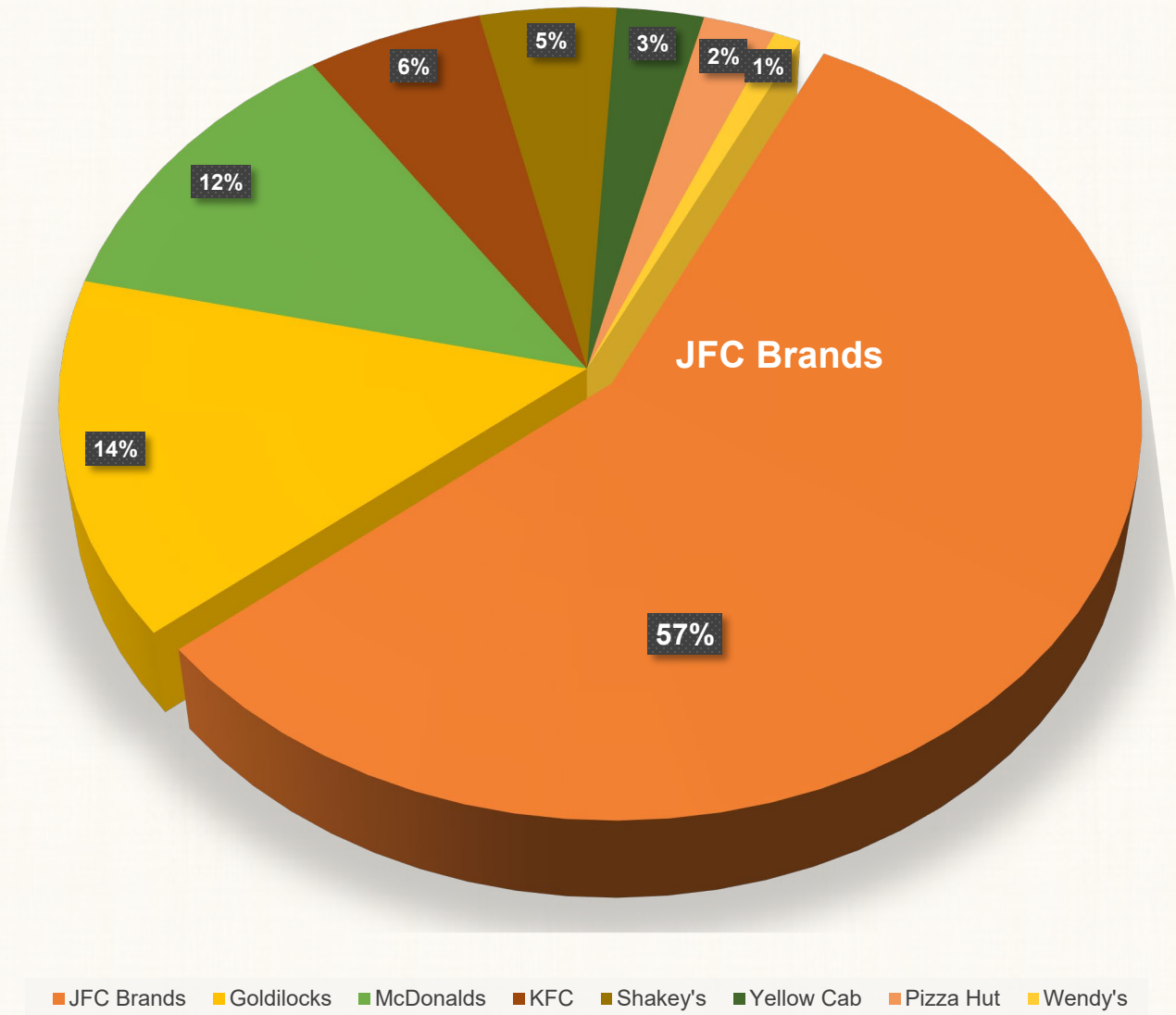
Acquisition	2011
Target segment	Young Adults
Cuisine	Burger
Price points	Php 39 to 597
% Contribution to JFC System-wide Sales*	2%
# of Stores (YTD June 2022) – Philippines	106
Ratio of Owned and Franchised Stores	100% Company-owned

Store Network Market Share – Philippines



Yoshinoya Facts (Philippines):	
Acquisition	2021
Cuisine	Japanese Rice Bowls
% Contribution to JFC System-wide Sales*	<1%
# of Stores (YTD June 2022) – Philippines	4
Ratio of Owned and Franchised Stores	100% Company-owned







China Brands	No. of Stores (June 30, 2022)
Yonghe King	407
Hong Zhuang Yuan	55
Tim Ho Wan	9
Total	471

Yonghe King Key Facts (China):	
Acquisition	2004
Target segment	Office Workers/Individuals
Cuisine	Rice/Noodles/You Tiao/Soybean Milk
Price points	RMB 2- 39
% Contribution to JFC System-wide Sales*	5%
# of Stores (YTD June 2022)	407
Ratio of Owned and Franchised Stores	73/27



Hong Zhuang Yuan Key Facts (China):	
Acquisition	2008
Target segment	Family/Office Workers/Individuals
Cuisine	Congee/Hot Dishes
Price points	RMB 10- 100
% Contribution to JFC System-wide Sales*	<1%
# of Stores (YTD June 2022)	55
Ratio of Owned and Franchised Stores	95/5



Tim Ho Wan serves fresh and made-to-order Cantonese-style dim sum. It offers an assortment of steamed, fried and baked dim sum, steamed rice dishes, congee, rice rolls and desserts.

No. of Stores in China

9

% Contribution to global system wide sales

<1%





Highlands Coffee is owned and operated by the SuperFoods Group, a majority-owned subsidiary of JFC. *Highlands Coffee* serves Vietnamese Coffee and light meals in trendy coffee shops, and also sells packaged coffee through retail outlets.

No. of Stores	525
% Contribution to global system wide sales	3%



Smashburger, with headquarters in Denver, Colorado, is a leading fast-casual “better burger” restaurant known for its 100% fresh, never frozen beef burgers that are smashed on the grill to sear in the juices, creating an upscale, quality burger packed with flavor and served at a great value. In addition to premium beef and turkey burgers, Smashburger offers grilled and crispy chicken sandwiches, black bean burgers, fresh salads, signature side items, and shakes made with Häagen-Dazs® ice cream. The chain is recognized in various surveys and publications as having one of the best tasting burgers in the US.

No. of Stores as of 1H 2022	245
% Contribution to global system wide sales	5%





The Coffee Bean & Tea Leaf® is a coffee and tea shop chain, founded in 1963 and is based in Los Angeles, California, USA. CBTL uses only hand-roasted coffee beans and hand-blended teas from farms in various countries like Costa Rica, Colombia, Kenya, Indonesia, Jamaica, Thailand and Sri-Lanka. CBTL is known for its original *Ice Blended®* coffee and tea drinks, hot coffee drinks and hot and iced tea drinks. It also sells a variety of whole bean coffees, whole leaf teas, flavored powders and baked food.

No. of Stores as of 1H 2022	1,059 (in 25 countries)
% Contribution to global system wide sales	10%



Milksha is a popular Taiwanese bubble tea brand. Milkshop uses only high-quality milk, carefully-sourced tea and natural ingredients. It produces milk from its own dairy ranch and their bubble is free from chemical additives, preservatives and caramel color. The brewing process varies for each kind of tea to achieve the expected aroma and flavors.

No. of Stores as of 1H 2022	269 (in 5 countries)
% Contribution to global system wide sales	1%



JOLLIBEE FOODS CORPORATION

