

COVER SHEET

7	7	4	8	7					
---	---	---	---	---	--	--	--	--	--

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	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. Vera Marie Bautista-King

Contact Person

(632) 8634-1111

Company Telephone Number

31-Dec

Month Day Year
Fiscal Year

Last Friday of June

Month Day Year
Annual Meeting

17C: Press Release Update to December 16, 2025 Press Release

Secondary License Type, If Applicable

--

Dept. Requiring this Doc.

--

Amended Articles Number/Section

--

Total no. of Stockholders

--

Domestic

--

Foreign

Total Amount of Borrowings

To be accomplished by SEC Personnel concerned

--

File Number

_____ LCU

--

Document I.D.

_____ Cashier

S T A M P S

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) 8634-1111
Telephone Number

December 31
(Fiscal Year Ending)

Last Friday of June
(Annual Meeting)

17C: Press Release
Update to December 16, 2025 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 January 15, 2026

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 and Amount of Debt Outstanding
Common Shares (JFC)	1,120,660,978
Preferred Shares (JFCPB)	9,000,000
Treasury Shares - Common	16,447,340
Treasury Shares - Preferred (JFCPA)	3,000,000

JOLLIBEE FOODS CORPORATION

**The Jollibee Group Provides Update following its
December 16, 2025 Press Release
Business Trends Remain Broadly Consistent, Supported by Stable
Demand and Disciplined Expansion**

Metro Manila, Philippines, January 15, 2026 – Jollibee Foods Corporation (PSE: JFC) –
Update following December 16, 2025 Press Release

The Jollibee Group today shared that business conditions since its December 16, 2025 update have remained broadly consistent with solid operating momentum previously communicated.

Customer demand across key markets has been generally stable, reflecting continued brand relevance and disciplined commercial execution. International operations continue to demonstrate resilience, while domestic operations have reflected steady performance amid varying macroeconomic conditions.

Preliminary indicators show that system-wide sales and same-store sales growth trends have remained solid during the fourth quarter and are consistent with the full-year 2025 guidance framework previously communicated. The fourth quarter has also benefited from favorable seasonal demand patterns alongside the continued benefits of execution initiatives implemented during the year. The competitive environment remains stable and rational, reinforcing the appropriateness of the Jollibee Group's existing strategies, in line with observed market behavior and demand patterns.

In the Philippines, the Jollibee Group's Champion Brands (Jollibee, Chowking and Mang Inasal) continued to contribute meaningfully to domestic system-wide sales and same-store sales growth, supported by strong brand equity, solid consumer engagement, and broad relevance across formats. Fourth-quarter performance reflected improving demand dynamics consistent with seasonal patterns, reinforcing the resilience of the Philippine business amid a more challenging operating environment.

Vietnam remains a key market for the Jollibee Group, continuing to represent the Jollibee brands' largest overseas presence in terms of store count. Systemwide sales and same-store sales growth in Vietnam sustained their high double-digit trajectory, outperforming peers. This performance underscores the brand's strong market position and broad consumer acceptance. The current operating environment provides a supportive foundation as the Jollibee Group continues to focus on asset-light expansion in the market.

The Tim Ho Wan (THW) concept continues to emerge as a strategic growth engine for the Jollibee Group, highly complementary to the Group's portfolio and well positioned for long-term global expansion. Since the acquisition, execution initiatives – including product, quality, and service enhancements – have translated into strong customer reception and top-tier ratings on established consumer review platforms. In Hong Kong, store operations have stabilized and returned to profitability, reinforcing confidence in the brand's operating model and execution under the Jollibee Group's stewardship, including the first THW location opened following the acquisition. In the US, early customer response to newly opened stores has been encouraging, supporting management's conviction in the scalability and long-term growth potential of the THW brand across international markets.

Over the past four years, the Jollibee Group has demonstrated a strong and sustained multi-year growth trajectory across system-wide sales, revenues, EBITDA and operating profitability, alongside consistent expansion of its store network. This consistent, double-digit expansion across key financial and operating metrics serves as clear proof of disciplined execution and confirms both the scalability and international portability of the brands.

Store network growth continues to progress in line with prior disclosures, supported by increased franchise participation and disciplined execution aligned with the Jollibee Group's asset-light growth strategy. Franchise-led expansion continues to support scalability and capital efficiency across markets.

In line with its ongoing efforts to strengthen operational capacity and support geographic expansion, particularly in high-growth provincial markets, the Jollibee Group recently inaugurated its new **Danao Commissary in Cebu**. This facility enhances production capabilities in the Visayas and Mindanao regions by supplying key ingredients to Jollibee, Chowking, Mang Inasal, Greenwich, Red Ribbon, and Burger King. This is likewise supportive of Jollibee Group's objective of improving supply chain efficiency, resilience, and service levels outside major metropolitan areas. This development is consistent with previously disclosed plans to expand operational infrastructure in key regional locations.

The Jollibee Group remains focused on productivity initiatives, pricing discipline, and cost management measures consistent with prior disclosures. Margin-supporting initiatives, particularly within international operations, continue to gain traction, supported by scale benefits and operational efficiencies.

Capital allocation remains prudent, with network growth and investment priorities aligned with previously communicated plans and a continued emphasis on capital efficiency. Progress across the Jollibee Group's strategic priorities continues to reinforce confidence in the trajectory of its multi-year growth plan and long-term value creation objectives, including the previously stated aspirations to triple NIAT and reaching a 20% ROIC by 2028, as earlier disclosed.

The external environment continues to present factors that require monitoring, including macroeconomic developments, foreign exchange movements, and input cost volatility. As of this update, the Jollibee Group has not observed any material developments beyond those previously disclosed. All observations remain subject to the completion of the Jollibee Group's normal closing and audit processes.

Richard Shin, Jollibee Group Chief Financial and Risk Officer and JFC International CEO, commented:

"Since our December update, the operating environment and business trends have remained broadly consistent with our prior disclosures. Customer demand has been stable across key markets, and network expansion continues to be supported by strong franchise engagement, reinforcing our asset light growth strategy. The recent opening of our Danao Commissary in Cebu supports our provincial expansion objectives and further strengthens our supply chain capabilities in the Visayas and Mindanao regions. We remain focused on prudent cost management and advancing our long-term priorities."

~~~~~

#### About Jollibee Group

**Jollibee Foods Corporation** (PSE: JFC) (**the "Company"**) is one of the world's fastest-growing restaurant companies, driven by its purpose of spreading joy through superior taste. It manages and operates a portfolio which includes 19 brands (**the "Jollibee Group"**) with over 10,000 stores and cafés across 33 countries.

The Jollibee Group's portfolio includes nine wholly owned brands (Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Yonghe King, Hong Zhuang Yuan, Smashburger and Tim Ho Wan), five franchised brands (Burger King, Panda Express, Yoshinoya, Common Man Coffee Roasters, and Tiong Bahru Bakery in the Philippines), and ownership stakes in other key brands like The Coffee Bean and Tea Leaf (80%), Compose Coffee (70%), SuperFoods Group that operates Highlands Coffee (60%), and bubble tea brand Milksha (51%). The Company also has membership interests in Tortazo, LLC, along with Chef Rick Bayless, for Tortazo in the U.S. and has recently invested in Botrista, a leader in beverage technology.

The Jollibee Group's global sustainability agenda, Joy for Tomorrow, underscores its commitment to sustainable business practices across food safety, employee welfare, community support, good governance, and environmental responsibility, among others. These focus areas are aligned with the United Nations Sustainable Development Goals (UN SDGs).

The **Company** has been recognized as the Philippines' Most Admired Company by the Asian Wall Street Journal, named one of Asia's Fab 50 Companies, and listed among Forbes' World's Best Employers and Top Female-Friendly Companies. The Company is also a four-time Gallup Exceptional Workplace Award recipient and featured in TIME's World's Best Companies and Fortune's Southeast Asia 500 List.

To learn more about Jollibee Group, visit [www.jollibeegroup.com](http://www.jollibeegroup.com)

---

## 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

A handwritten signature in black ink, appearing to read 'Richard Chong Woo Shin', written over a horizontal line.

**RICHARD CHONG WOO SHIN**  
Chief Financial Officer &  
Chief Risk Officer