

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
Smashburger Builds Momentum Through Product Innovation and
Value Platform
(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 UNDER SECTION 17
OF THE SECURITIES REGULATION CODE
AND SRC RULE 17.2(c) THEREUNDER**

1. Date of Report (Date of earliest event reported)
Apr 14, 2026
2. SEC Identification Number
77487
3. BIR Tax Identification No.
000-388-771
4. Exact name of issuer as specified in its charter
JOLLIBEE FOODS CORPORATION doing business under the name and style of
Jollibee
5. Province, country or other jurisdiction of incorporation
PHILIPPINES
6. Industry Classification Code(SEC Use Only)

7. Address of principal office
10/F JOLLIBEE PLAZA BUILDING, 10 F. ORTIGAS JR. AVENUE, ORTIGAS CENTER,
PASIG CITY
Postal Code
1605

8. Issuer's telephone number, including area code
(632) 8634-1111
9. Former name or former address, if changed since last report
N/A
10. Securities registered pursuant to Sections 8 and 12 of the SRC or 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)	1,120,694,644
Preferred Shares (JFCPB)	9,000,000
Treasury Shares - Common	16,447,340
Treasury Shares - Preferred (JFCPA)	3,000,000

11. Indicate the item numbers reported herein

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and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



Jollibee®

Jollibee Foods Corporation

JFC

PSE Disclosure Form 4-31 - Press Release
References: SRC Rule 17 (SEC Form 17-C)
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Smashburger Builds Momentum Through Product Innovation and Value Platform

Background/Description of the Disclosure

The Jollibee Group today shared a business update on its Smashburger brand, highlighting strong commercial momentum following the successful launch of the Summer of Smash campaign in the third quarter of 2025. Same-store sales for company-owned stores have significantly improved from negative mid-teen levels at the start of the campaign rollout to positive double-digit growth by March 2026, driven by higher transaction volumes.

Other Relevant Information

Please see attached Press Release and SEC Form 17-A.

JOLLIBEE FOODS CORPORATION**Smashburger Builds Momentum Through Product Innovation and Value Platform**

Driven by improving same-store sales, robust average daily sales growth, and accelerating franchise expansion

Metro Manila, Philippines, April 14, 2026 – Jollibee Foods Corporation (PSE: JFC) – Business Update on Smashburger

The [Jollibee Group](#) today shared a business update on its Smashburger brand, highlighting strong commercial momentum following the successful launch of the Summer of Smash campaign in the third quarter of 2025. Same-store sales for company-owned stores have significantly improved from negative mid-teen levels at the start of the campaign rollout to positive double-digit growth by March 2026, driven by higher transaction volumes.

Smashburger has also delivered strong gains in average daily sales for company-owned stores, driven by stronger consumer response to its refreshed brand positioning and value offerings.

“We’re seeing a clear shift in consumer response, with higher transaction volumes reflecting improved relevance in our menu innovations and value offerings,” said Jim Sullivan, Smashburger CEO. “Our focus has been simple: serve delicious food people genuinely enjoy, offer value they can feel, and make every visit reliably good. That’s what earns repeat visits—and that momentum shows up in stronger store performance.”

Driving transaction growth

Recent trends show Smashburger performing high teens transaction and average daily sales growth in company-owned stores boosted by a strong product innovation pipeline and amplified by the introduction of its \$4.99 value platform. Menu enhancements included the return of the fan-favorite Colorado Smash, alongside the successful launch of new offerings such as All-Angus Big Dog selections, customizable Loaded Sides, and rotating limited time offer (LTO) shake varieties like Chocolate Chip Cookie Dough Shake and Mint Oreo Shake. Product quality has also received external recognition, with Smashburger ranked #1 brand among seven chain restaurants with the best smashburger cheeseburgers by *Eat This, Not That!*

Strengthening brand relevance

Smashburger is strengthening brand relevance and local market connection through targeted sports and experiential partnerships. For the 2026 Major League Baseball season, Smashburger was named the Official Smashburger of the Colorado Rockies, marking the brand’s first official restaurant partnership with a Major League Baseball team.

The collaboration reinforces Smashburger’s positioning as an iconic American burger brand while enhancing fan engagement through market-level activations, including in-stadium visibility, ticket-based promotions linked to Rockies home runs, and in-restaurant programs across Colorado. These initiatives support broader efforts to increase brand awareness, customer engagement, and traffic in high-attendance, experience-driven environments.

Expanding franchising

Franchise expansion is also progressing well, with Smashburger planning to open approximately 10-12 new stores in 2026, supporting continued network growth across both traditional and non-traditional formats. This includes recently awarded sites across key non-traditional locations, with five in airports and one in a university.

A traditional franchised store that opened in Huntersville, North Carolina in February 2026 has delivered strong early performance since opening, indicating healthy customer demand. Non-traditional franchised formats continue to perform robustly, benefiting from captive, high-traffic environments such as sports arenas, airports, and universities. These formats support attractive returns for franchisees, driving increased franchise interest.

“The sustained improvement in Smashburger’s performance reflects disciplined execution and a clearer value proposition in a competitive market,” said Richard Shin, CEO of Jollibee Group International. “The strong results we’re seeing across franchise formats, particularly in non-traditional locations, reinforce the brand’s scalability and support our asset-light growth strategy within the Jollibee Group’s international portfolio. With improving same-store sales and a growing base of high-performing franchise formats, Smashburger is strengthening its role as a scalable, asset-light growth platform within the Jollibee Group’s brand portfolio.”



About Jollibee Foods Corporation

Jollibee Foods Corporation (PSE: JFC) (also known as “JFC”) 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 with over 10,000 stores and cafés across 33 countries.

JFC’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.

JFC’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).

JFC 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 five-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 Foods Corporation, visit www.jollibee.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', with a stylized flourish at the end.

RICHARD CHONG WOO SHIN

Chief Financial Officer &
Chief Risk Officer