



**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**  
**Jollibee Group: Highlands Coffee Posts High Double-Digit FY 2025**  
**Revenue Growth; Best-in-Class Unit Economics**  
(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 16, 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**

Jollibee Group: Highlands Coffee Posts High Double-Digit FY 2025 Revenue Growth; Best-in-Class Unit Economics

**Background/Description of the Disclosure**

Jollibee Foods Corporation (PSE: JFC) (the "Jollibee Group") today announced that Highlands Coffee continues to deliver strong performance, reinforcing its position as a key growth platform within the Jollibee Group's Coffee & Tea portfolio—supported by best-in-class store-level economics, consistently improving unit performance, and continued digital momentum.

**Other Relevant Information**

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

**JOLLIBEE FOODS CORPORATION****Jollibee Group: Highlands Coffee Posts High Double-Digit FY 2025 Revenue Growth; Best-in-Class Unit Economics**

FY 2025 revenue grew at a high double-digit rate vs. FY 2024; Q1 2026 SSSG in the high single digits YoY; best-in-class store-level profitability

**Key Highlights**

- FY 2025 revenue: Grew at a high double-digit rate vs FY 2024
- Q1 2026 SSSG: High single-digit vs. prior year
- Profitability: Best-in-class store-level profitability supported by disciplined cost management

**Metro Manila, Philippines, April 16, 2026** – Jollibee Foods Corporation (PSE: JFC) (the “Jollibee Group”) today announced that Highlands Coffee continues to deliver strong performance, reinforcing its position as a key growth platform within the Jollibee Group’s Coffee & Tea portfolio—supported by best-in-class store-level economics, consistently improving unit performance, and continued digital momentum.

Highlands Coffee’s growth reflects a proven, repeatable model built on strong customer relevance, operational discipline, and formats designed for efficient expansion. Highlands Coffee is one of Vietnam’s most successful and widely recognized QSR brands, known for its Vietnamese coffee-led menu and café operating model that delivers a consistent guest experience.

Highlands Coffee delivered strong unit-level performance, with revenues growing at a high double-digit rate in FY 2025 versus FY 2024, reflecting sustained demand and disciplined execution. On a like-for-like basis, this translated into high single-digit same-store sales growth (SSSG) in the first quarter of 2026 versus the prior year.

Highlands Coffee continues to deliver best-in-class store-level profitability, supported by disciplined cost management and a streamlined operating model. The network remains predominantly company-owned, enabling continued refinement of operating standards and unit economics and providing a foundation for future expansion through more capital-efficient formats, while maintaining disciplined capital deployment and targeted returns.

Digital channels continue to support incremental demand and improved customer insight. Most digital sales year-to-date were transacted through third-party aggregators, providing convenient access and incremental reach. Highlands Coffee's app is a growing share of digital system-wide sales.

Highlands Coffee Founder and CEO, David Thai commented: "Highlands Coffee's market leadership and continued strong performance are a strong validation of our brand and business model. We're seeing robust and improving store performance and continued traction across channels, supported by disciplined execution and compelling unit economics. As we scale, our priority is to keep raising the bar on consistency and customer experience—while investing in the capabilities that will sustain long-term growth, including product innovation, operational excellence, and digital."

Jollibee Group International CEO, Richard Shin said: "Highlands Coffee strengthens our Coffee & Tea platform and expands our presence in a large, growing category. It reinforces our strategy to build scalable, high-growth businesses across our international portfolio – while maintaining disciplined capital allocation."

Highlands Coffee remains focused on expanding its footprint while strengthening its digital capabilities, and maintaining operational discipline to support continued growth.

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### **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 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](http://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