



Company Profile

Jollibee is the largest fast food chain in the Philippines, operating a network of over 900 stores worldwide. A dominant market leader in the Philippines, Jollibee enjoys the lion's share of the local market that is more than all the other multinational brands combined. The company has also embarked on an aggressive international expansion plan, and currently has more than 100 stores outside the Philippines and present in the USA, Vietnam, Hong Kong, Saudi Arabia, Kuwait, Brunei, and Singapore firmly establishing itself as a growing international QSR player.



Humble Beginnings

Jollibee began as a two-branch ice cream parlor in 1975 offering hot meals and sandwiches became incorporated in 1978 with seven outlets to explore the possibilities of a hamburger concept. Thus was born the company that revolutionized fast food in the Philippines.



In 1993, Jollibee became the first food service company to be listed in the Philippine Stock Exchange; thus broadening its capitalization and laying the groundwork for sustained expansion locally and beyond the Philippines.

A company that values family

Jollibee was founded by Tony Tan and his family with its humble beginnings as an Ice Cream Parlor which later grew into an emerging global brand. At the heart of its success is a family-oriented approach to personnel management, making Jollibee one of the most admired employers in the



region with an Employer of the Year Award from the Personnel Management Association of the Philippines, Best Employer in the Philippines Award from Hewitt Associated and a Top 20 Employer in Asia citation from the Asian Wall Street Journal.

Aside from promoting a family oriented work environment, the brand's values also reflect on their advertising and marketing. Jollibee knows their target audience very well: the traditional family and all communication materials focus on the importance of family values, making Jollibee the number one family fast food chain in the Philippines and a growing international QSR player.

Expanding market coverage

The company acquired **Greenwich Pizza** in 1994 to penetrate the pizza-pasta segment. From a 50-branch operation, Greenwich has established a strong presence in the food service industry. A year later the company acquired the franchise of **Delifrance**, an international food company. This expanded its penetration in the food service industry into the French café-bakery. In 2000, the acquisition of **Chowking** allowed it to have leadership in a major fast food market - the Chinese quick service restaurant segment.

On March 2004, Jollibee International (BVI) Ltd., a wholly owned subsidiary of Jollibee Foods Corporation completed the acquisition of 85% of the issued share capital of Belmont Enterprises Ventures Ltd. (Belmont), the holding company of the **Yonghe Group of Companies**. The acquisition of Yonghe King has provided the Company an opportunity to become a major regional player in the Quick Service Restaurant business in Asia.

On October 27, 2005, the Company completed the acquisition of **Red Ribbon Holdings, Inc.** ("Red Ribbon"), owner of the Red Ribbon Bakeshop chains in the Philippines and in the United States. Like Jollibee and its other brands, Red Ribbon is a strong brand with a wholesome and high quality image driven by good tasting food and good-looking stores with excellent service built over years of development.

On July 24, 2007, JFC started testing of a new restaurant concept with the trade name "**Manong Pepe's Karinderia**". This new restaurant concept serves Filipino food at very low price points, aimed mainly at people in the work force in urban centers.

On October 1, 2008, JFC completed the purchase of 100% of **Hong Zhuang Yuan**, a chain of restaurants located mostly in Beijing, People's Republic of China.

On April 30, 2010, JFC entered into an agreement that provided joint ownership of **San Ping Wang**, a chain of restaurants of 34 stores in Nanning, China.

On May 4, 2010, JFC entered into another joint venture agreement that made it a Master Franchisee in the Philippines of **Caffe Ti-Amo**, a gelato and coffee business.

To support the continued growth of the Company's retail chain, the company has set up commissaries (manufacturing and distribution centers) to manage the total supply chain process of each strategic business unit: from the planning of raw materials and ingredients, distribution and logistics.

The JFC Group has eleven Commissaries: Jollibee, 2; Greenwich, 1; Chowking, 2; Delifrance, 1; and, Red Ribbon, 5. In January 2004, Jollibee opened its largest commissary in Canlubang, Laguna. The new commissary, which sits on a 10-hectare property in the Carmelray Industrial Estate features custom made state-of-the-art production equipment that would service as many as 800 Jollibee and Greenwich outlets. The new commissary employs over 300 people.

International Expansion

Jollibee's international operations continue to grow driven by the opening of 18 new stores in 2013 and steady growth in all markets. Jollibee is now present in 8 countries outside the Philippines, including Vietnam, Brunei, US, Hong Kong, Saudi Arabia, Qatar, Kuwait and the newest market- Singapore.



Since Jollibee Singapore opened in March last year, it has delivered the highest sales performance among all markets. It also made the list of Singapore's longest queue restaurants, proof that our Everyday Delicious meals appeal highly to the palates of not just Filipinos but Singaporeans as well.

With these gains, Jollibee is poised to aggressively expand and conquer new markets like Indonesia and Canada in line with its vision of becoming a truly global brand. With its Everyday Delicious food offerings and high standards of service.

A Well-Loved Brand

Customer satisfaction has always been key to Jollibee's success. Never losing sight of its goals, Jollibee has grown to be one of the most recognized and highly preferred brands in the Philippines. Now the market leader among fast food chains in the Philippines, claiming a market share that totals to more than half of the entire industry.

Great tasting products and quality systems

Jollibee's growth is due to its delicious menu line-up - like its superior-tasting Chickenjoy, mouth-watering Yumburger and Champ hamburger, and deliciously satisfying Jollibee Spaghetti -ably complemented with creative marketing programs, and efficient manufacturing and logistics facilities



It is made possible by well-trained teams that work in a culture of integrity and humility, fun and family-like. Every Jollibee outlet welcomes customers with a clean and warm in-store environment and friendly and efficient service.



And it is this tried and tested formula of delivering great-tasting food, adherence to world class operating standards and the universal appeal of the family values the brand represents that are driving the expansion of Jollibee both locally and in the overseas market.

A Reputable Fast Food Chain Company

The Jollibee Group is a reputed leader and innovator in the fast food industry comprising three market segments; namely the Chicken & Hamburger chain (Jollibee); the Pizza-Pasta fast food segment (Greenwich); and the Oriental Food market (Chowking). Recently, we have welcomed into our family, our latest acquisitions – In the Philippines: Red Ribbon and Mang Inasal. In China: Yonghe King, Hong Zhang Huan and Sang Ping Wang. In Vietnam: Pho 24 and Highlands Coffee.

Recognitions Conferred by Outside Institutions

- Ranked 6th in the 2008 Finance Asia Poll for Best Managed Company and Best Corporate Governance.
- Selected in 2006 as the Most Admired Company in the Philippine through a survey conducted by the Asian Wall Street Journal. This was the 8th consecutive year that JFC was chosen for that prestigious recognition.
- Selected in 2005 as “The Best Consumer Goods Company in Asia” by Euromoney, a financial publication in London UK based on a survey of investment analysts and researchers in the region – on strength of its management, growth potential and quality of earnings.
- Zenith Foods Corporation, the commissary plant of Jollibee, was adjudged the National winner of Meat Processing Plant AAA category in the search for Best Meat Establishment of the National Meat Inspection Service.
- In 2011, Jollibee voted as Trusted Brands in the Family Restaurant Category for

the second year in a row. In 2012, Travel + Leisure magazine names Jollibee as one of the world's best fastfood chains

Other Recognitions:

- "The Best Company in the Philippines" (for 7 consecutive years including the latest year of 2004) based on a survey conducted by the Asian Wall Street Journal 200 (formerly the Review 200)
- "Overall Best-Managed Company in Asia" in 2004 in the medium market capitalization category based on a survey conducted by the Asia Money.
- In 2004, JFC's Chairman and CEO was named the Ernst and Young's 2004 World Entrepreneur of the Year.
- In 2010, Jollibee's CFO Ysmael Baysa named as Finex's CFO of the Year
- In 2012, Jollibee was one of two Filipino companies cited in the Asean Business Awards as the "Most Admired Asean Enterprise" (Innovation category)

Gives back to the community

As a corporate citizen, Jollibee is also committed to give back to its host communities through meaningful and lasting socio-civic projects. With the establishment of the Jollibee Foundation in December 2004, Jollibee, along with the other business units under the Jollibee Foods Corporation (JFC) hopes to make giving back an organized corporate commitment. It aims to invest in people and help them succeed in the way Jollibee knows how.

This meant taking the values, the system, the tools, and the years of experience that has made Jollibee what it is today and sharing it with the people they most ascribe their successes to: the everyday customer.

