

Jollibee[®]

**SHARING JOY WORLDWIDE
ONE MEAL AT A TIME.**



The Jollibee Group

From two small ice cream shops to a global brand, our purpose is clear: to spread joy through superior taste.



The Jollibee Group, founded by Dr. Tony Tan Caktiong in 1975, is now a dominant market leader in the Philippines and **one of the fastest-growing restaurant companies globally.**

Guided by its vision to become one of the top 5 restaurant companies in the world, **Jollibee Group brings its 19 beloved brands to life across more than 10,000 stores in 33 countries**, including the Philippines, the United States, Canada, China, the United Kingdom, Vietnam, the UAE, and Australia.

Through the years, it has elevated dining into a delightful global experience, one joyful meal at a time.

19
Brands

33
Countries

10,000+
Stores worldwide

To learn more about the Jollibee Group, visit www.jollibee.com

Here at Jollibee, serving joy is always on the menu

Jollibee is a vibrant network of over **1,800 restaurants worldwide**, upholding the highest standards of **food quality, service, and cleanliness for more than 45 years.**

From the first bite to the last wave goodbye, we're here to make sure you feel it. Jollibee was built on the belief that food can do more than fill the stomach—it can warm the soul, bring people together, and spark simple, everyday joy.

That joy lives in the care we put into every meal, the warmth of our welcome, and the little details you might not even notice.

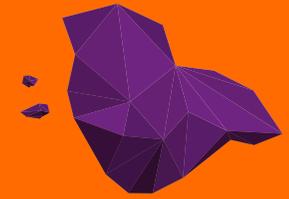
By thoughtfully blending Western food concepts with locally loved flavors, Jollibee ensures every meal is crafted to delight and feel right at home in every community it serves. **Because here at Jollibee, you're never just a customer—you're why we exist.** And when you choose Jollibee, you leave with more than a meal—you leave with **joy.**

+1,800 Restaurants worldwide



+45 Years of quality, service and cleanliness

It's time for a joyful bite!



Chickenjoy

Jollibee's Chickenjoy isn't just fried chicken—it's a crispy, juicy masterpiece.

Each piece is **hand-breaded** in a delicate, thin coating for **maximum crispiness, marinated to the bone** for bold, next-level flavor, and cooked with care to ensure every bite is irresistibly juicy.

Chicken Sandwich

The Chicken Burger redefines comfort with a **crunchy golden fillet** tucked in soft, toasted buns and topped with our **signature sauce** perfected over four decades.

Each bite offers a rich, savory flavor that keeps you craving more.

Peach Mango Pie

And for the perfect sweet ending, Jollibee's Peach Mango Pie wraps **real peaches and Philippine mangoes in a light, flaky, golden crust**, creating a warm, delightful treat that leaves you smiling long after the last bite.



Making joy an experience

Jollibee is driven to share the best of its global experience and years of service excellence. Beyond serving great-tasting food, **Jollibee offers a modern, comfortable environment that makes every restaurant a welcoming place for families to bond.**

Our restaurant teams are committed to delivering efficient, warm, and sincere service, ensuring every visit is a joyful experience for our customers



Driven by global experience and years of service excellence



A welcoming place for families to bond



Warm, sincere and joyful service





Think you'd make a great Jollibee franchisee?

Here's what we look for:

- ✓ Has a strong corporate standing and reputation
- ✓ Has corporate values strategically aligned with Jollibee
- ✓ Has proven capability to successfully operate the business
- ✓ Has the financial capacity to fund operations
- ✓ Has the ability to acquire suitable sites

What it means to franchise with us:

- ✓ Franchise Outlet Fee: USD 30,000 per store
- ✓ Territory Fee: To be discussed depending on the territory
- ✓ Size of Store Outlets: 200–500 sqm floor area (depending on store model)
- ✓ Royalty: 5%
- ✓ Marketing Fund: 3%
- ✓ Franchise Term: 5–10 years
- ✓ Estimated Investment Cost: USD 450,000–1,500,000 per store (depending on the country, store model, and store size)





Our process:



LOI and
interview



Manila
visit



In-Country
Due Diligence



Final
interview

**Are you ready to commit to
these terms?**

**Grow with us and together,
let's bring joy to even more
communities!**

Join us in spreading the Joy – Contact Us

Address: Jollibee Plaza Corporation, 10F Jollibee Plaza, F.
Ortigas Jr., Ave. Ortigas Center, Pasig City, 1605, Philippines

Email Address: franchising@jollibee.com.ph

Website: www.jollibee.com



**Join a legacy of joy and serve the taste
the world craves.**

**Bring Jollibee's world-loved flavors to your
community today. And together, we will
spread joy through superior taste!**

Jollibee®