



JOLLIVILLE HOLDINGS CORPORATION

July 5, 2017

Philippine Stock Exchange

Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: **Mr. Jose Valeriano B. Zuño III**
OIC-Head, Disclosure Department

Gentlemen:

We write in response to your letter dated July 5, 2017 seeking clarification regarding the news article entitled "Jollibee loses trademark case against Jolliville" posted in BusinessWorld Online today, July 5, 2017. The article reported in part that:

"THE Intellectual Property Office of the Philippines (IPOPHIL) has junked Jollibee Foods Corp.'s trademark case against listed property firm Jolliville Holdings, Corp., saying the names of both companies are not 'confusingly similar.'

In a statement issued on Tuesday, IPOPHIL Director General Josephine Santiago said they have reversed the 2014 decision of the agency's Bureau of Legal Affairs (BLA), effectively granting Jolliville's appeal for the registration of its corporate name.

'The decision of the BLA director [in September 2014] is incorrect and the appeal is meritorious. The appellant's [Jolliville] mark is not confusingly similar to appellee's [Jollibee] marks... There is no ground to prohibit the registration of Jolliville in the name of the appellant,' IPOPHIL said in its 11-page decision dated June 8.

Please note that the above quoted article is accurate.

Thank you.

Best regards,

ORTRUD T. YAO

Asst. Corp. Secretary
Treasurer/CFO

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)

Jul 5, 2017

2. SEC Identification Number

134800

3. BIR Tax Identification No.

000590608000

4. Exact name of issuer as specified in its charter

JOLLIVILLE HOLDINGS CORPORATION

5. Province, country or other jurisdiction of incorporation

Philippines

6. Industry Classification Code(SEC Use Only)

7. Address of principal office

4th Floor 20 Lansbergh Place, 170 Tomas Morato Avenue, Quezon City

Postal Code

1103

8. Issuer's telephone number, including area code

(632) 373-3038

9. Former name or former address, if changed since last report

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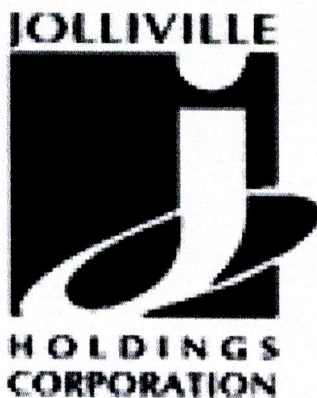
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common Stock, Php1.00 par value	281,500,000

11. Indicate the item numbers reported herein

Item 9 - Other Events

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, 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.



Jolliville Holdings Corporation JOH

PSE Disclosure Form 4-13 - Clarification of News Reports
References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Clarification of News Article dated today, July 5, 2017.

Source

BusinessWorld

Subject of News Report

"Jollibee loses trademark case Against Jolliville"

Date of Publication

Jul 5, 2017

Clarification of News Report

July 5, 2017

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Thank you.

Best regards,

ORTRUD T. YAO
Asst. Corp. Secretary
Treasurer/CFO

Other Relevant Information

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Filed on behalf by:

Name	Ortrud Yao
Designation	Chief Finance Officer/ Treasurer/ Asst. Corporate Secretary