

Jollibee Group reports strong momentum across coffee, tea and Chinese cuisine businesses

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The Jollibee Group has reported strong operating momentum across its Coffee and Tea and Chinese Cuisine segments, highlighting disciplined expansion, robust brand execution and accelerating growth in key international markets.

In the Coffee and Tea segment, growth was driven by continued network expansion at Compose Coffee and Highlands Coffee. In South Korea, Compose Coffee has surpassed 3,000 gross stores and is close to reaching the same milestone on a net basis, adding 1,000 outlets in less than 18 months since crossing 2,000 locations. The brand's digital platform has also expanded rapidly, with its mobile app reaching 17.59 million cumulative users following a high-profile collaboration with BTS member V. Under new CEO Hongsuk Kim, the brand delivered its most successful marketing campaign to date, with its "Buyeo Chestnut" product selling more than 400,000 cups in its first week.

Highlands Coffee, Vietnam's market leader by share, continues to strengthen its position with a store network approaching 1,000 locations. Serving over 100 million customers annually, the brand has doubled its footprint over the past three years and delivered double-digit same-store sales and transaction growth, reinforcing its status as one of Southeast Asia's fastest-growing coffee platforms.

In the Chinese Cuisine segment, Yonghe King accelerated its franchised expansion in China, opening 35 new stores in December under an optimised store model, supporting the Group's recovery and long-term growth strategy in the market. Tim Ho Wan emerged as a key growth engine, with all Hong Kong outlets returning to profitability within six months of acquisition and strong early performance in the United States.

The opening of Tim Ho Wan Irvine, the brand's first company-operated US store under Jollibee management, marks a milestone in its North American expansion plan, with the Group targeting 20 stores by 2028.

Across both segments, Jollibee said improved store economics, faster payback periods and scalable franchise formats are strengthening capital efficiency and reinforcing its asset-light international growth strategy.