



March 09, 2022

PHILIPPINE STOCK EXCHANGE, INC.

PSE Tower, 28th Street cor. 5th Avenue

Bonifacio Global City, Taguig City

Attention: **MS. JANET A. ENCARNACION**
Head, Disclosure Department

RE: PRESS RELEASE – SHAKEY’S PIZZA OPENS NEW INTERNATIONAL STORE IN SINGAPORE

Please be informed that Shakey’s Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled “Shakey’s Pizza opens new international store in Singapore.”

Very Truly Yours,

A handwritten signature in black ink, appearing to read 'JMS', is positioned below the closing text. The signature is stylized and somewhat cursive.

Jenifer Mae San Juan - Tecson
Investor Relations Manager



SHAKEY'S PIZZA OPENS NEW INTERNATIONAL STORE IN SINGAPORE



Shakey's Pizza Asia Ventures, Inc. (PSE: PIZZA), the Philippines' leading full-service restaurant chain and food service group, announced in the first week of March that the doors of its new outlet in Singapore are finally open.

The new international store is located at Lucky Plaza Mall along Orchard Road, Singapore's renowned retail and lifestyle hub, catering to both locals and the Filipino community in the country.

As part of PIZZA's ongoing expansion efforts, the store was franchised to Brenrich Pte. Ltd, a local food court operator in Singapore with vast experience in the industry. The Company signed a 7-year franchise agreement with Brenrich in 2021.

Wong Bang Ming, Brenrich director said, "We are excited to finally be serving Shakey's Pizza's all-time family favorites here in Singapore. Guests have been in high anticipation since we announced the coming of Shakey's."

Shakey's Pizza's Singapore menu includes bestsellers such as the Shakey's Special, Manager's Choice, and Friday's Special in its signature thin crust style. It also carries the crowd favorite Shakey's Mojos and Chicken. All these are available for dine in guests and will be made available for delivery soon.

Vicente Gregorio, PIZZA President and Chief Executive Officer said, "This new store opening marks a major milestone for Shakey's. This is the Company's first store in Singapore – a new frontier PIZZA. As we continue to scale up our store network, we hope that this will serve as a springboard for international growth."

To date, PIZZA has 5 international stores, 4 of which are in the United Arab Emirates (UAE).

In 2021, the Company re-ignited its store network expansion program, opening more than 30 stores nationwide and an international store in the UAE. New stores built came in innovative store formats – ghost kitchens, smaller store models geared towards off-premise, multi-branded stores, and even drive-



thru concepts. All new stores are profitable and are poised to deliver fast payback.

According to Gregorio, these strategies exemplify the Company's intent to pursue continuous growth in its footprint amidst the pandemic.

"The operating environment for the past two years has been tough. We had to make strategic pivots to turn the business around, but all the while, we kept our eyes on the prize – sustainable long-term growth," said Gregorio.

About PIZZA:

Shakey's Pizza has been creating over 40 years of great times and great memories. It is one of the leading Fast Casual Restaurants in the Philippines, focused on family casual dining. It maintains market leadership in both the chained pizza full-service and chained full-service restaurant categories.

Peri-Peri Charcoal Chicken and Sauce Bar is an emerging fast-casual and full-service restaurant brand in the Philippines. Its mainstay is charcoal-grilled chicken, marinated for 24 hours, served with an assortment of unique sauces to choose from. Since its acquisition in 2019, PIZZA has already doubled the store footprint of Peri-Peri.

PIZZA owns the master franchise of R&B Milk Tea in the Philippines. R&B Milk tea is one of the leading milk tea players in Singapore. It is available in Shakey's stores and now has two independent stores, one of which is the first drive-through milk tea store in the country.

In 2021, PIZZA relaunched Project Pie, a modern and upscale pizza concept and an artisan pizza chain known for its build-your-own pizzas.

In 2022, PIZZA acquired Potato Corner, one of the leading food kiosk brands in the Philippines renowned for its flavored fries. Potato Corner has over 1,000 stores in the Philippines and a wide store network internationally.

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