



December 27, 2022

**PHILIPPINE STOCK EXCHANGE, INC.**

PSE Tower, 28<sup>th</sup> Street cor. 5<sup>th</sup> Avenue

Bonifacio Global City, Taguig City

Attention: **MS. ALEXANDRA D. TOM WONG**  
Officer-in-Charge, Disclosure Department

**RE: PRESS RELEASE – POTATO CORNER LANDS IN LONDON AND DUBAI, MARKS THE  
OPENING OF ITS 1,400TH STORE**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled "Potato Corner lands in London and Dubai, Marks the opening of its 1,400th store."

Very Truly Yours,

Jenifer Mae San Juan - Tecson  
Investor Relations Manager



**Potato Corner lands in London and Dubai,  
Marks the opening of its 1,400th store**



Left to right: (1) Potato Corner London with Wilfredo Ventura, (2) Potato Corner Dubai with Rolly Brucales, and (3) 1,400th Potato Corner Store in Iloilo with Jess Garcia and family

**Potato Corner (PC)**, the undisputed leader in kiosk-based flavored fries in the Philippines, announced the opening of its first ever store in London, United Kingdom. With its arrival in the British Isles, the homegrown Filipino brand established its global presence in five continents – Asia, North America, South America, Australia, and now, Europe.



The new store is located at the Medz Corner Food Court along Kensington High Street, a major shopping district in London.

In a statement, Filipino businessman Wilfredo Ventura, the franchisee of the London store, said, “We are deeply honored and privileged to launch this proudly Filipino brand to the UK and bring joy to our ‘kababayans’ who have been missing and craving for Potato Corner’s flavoured fries. The brand and its line of products have a global appeal. It can cater to UK locals who love potatoes, and what better way to enjoy potatoes than adding a variety of flavours. Our goal is to go global with our Potato Corner business.”

PC’s entry in Europe is part and parcel of its strategy to accelerate global expansion.

The brand recently opened another new territory, setting foot in Dubai, United Arab Emirates (UAE), for the first time. The PC store was franchised by well-respected Dubai-based Filipino businessman and restaurateur, Rolly Brucales.



“Whenever I ask Filipinos what flavored fries they miss the most – the majority of them often say ‘Potato Corner’. That is why I explored how we can bring the Philippines’ most popular brand here in the UAE. Moreover, as a Filipino businessman overseas, the best reward is to hire ‘kababayans’, creating more jobs for them so that they can support their families,” Brucales said.

This year, as of writing, the brand has opened 39 new international stores in Thailand, Singapore, China, Canada, the United Kingdom, and the United Arab Emirates among others.

The flavored fries giant likewise marked the opening of its 1,400th store in the world. The milestone store is located in the Philippines, particularly in Zarraga, Iloilo, franchised by serial entrepreneur Jess Garcia. According to Garcia, his children have been fans of Potato Corner for a long time, piquing his interest in the brand. He invested in his first two stores amidst the pandemic and recently opened his third outlet, the 1,400th store of Potato Corner.

Garcia shared, “My number one consideration in owning a franchise is the brand. Potato Corner is a strong brand with a great product. Number two is the simplicity of its operations, and, of course, number three is profitability. Potato Corner ticks all the boxes. I resonate with PC’s vision of having a Potato Corner in every corner. That’s exactly what I intend to do. More stores to come.”

To date, PC has a footprint of 1,195 stores in the Philippines and 205 stores internationally.

PC recently celebrated its 30th Anniversary at the 2022 Franchise Convention entitled “From 30 to Infinity”. The event was attended by more than 400 franchisees from all over the globe.

The brand was first established in 1992 as a small food cart. Through a pioneering franchising model, Potato Corner became one of the largest kiosk-based chains in the country, recognized as a top franchisor by the Philippine Franchising Association (PFA).

In 2022, the Potato Corner brand was acquired by Shakey’s Pizza Asia Ventures, Inc. (PSE:PIZZA), one of the leading casual dining restaurant chains and food service groups in the Philippines.

Vicente Gregorio, PIZZA President and Chief Executive officer, said, “We’re very pleased with the growth momentum of Potato Corner, and we look forward to further increasing its footprint. Alongside revenues and returns, accelerating Potato Corner’s expansion means more franchisees and their families benefiting from the business, more job opportunities in the communities where we will operate, and more guests finding joy in a Giga cup of their favorite flavored fries.”

#### 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 1,100 stores in the Philippines and a wide store network internationally.

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