

WE³

WOW EVERYONE, EVERYWHERE, EVERY DAY

PIZZA Management Report

Annual Stockholder's Meeting 2025
July 3, 2025



From a single entity to a multi-brand, multi-format enterprise

DOMESTIC RESTAURANTS



CORE RESTAURANT BRAND



CATEGORY EXPANDER



DOMESTIC KIOSKS



CORE KIOSK BRAND



OPPORTUNISTIC PLAY



INTERNATIONAL

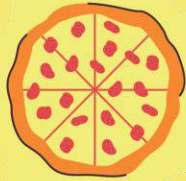


EMERGING FRONTIERS



WE 3

WOW
EVERYONE
EVERYWHERE
EVERY DAY



2,619
total stores globally

+478
stores
from 2024

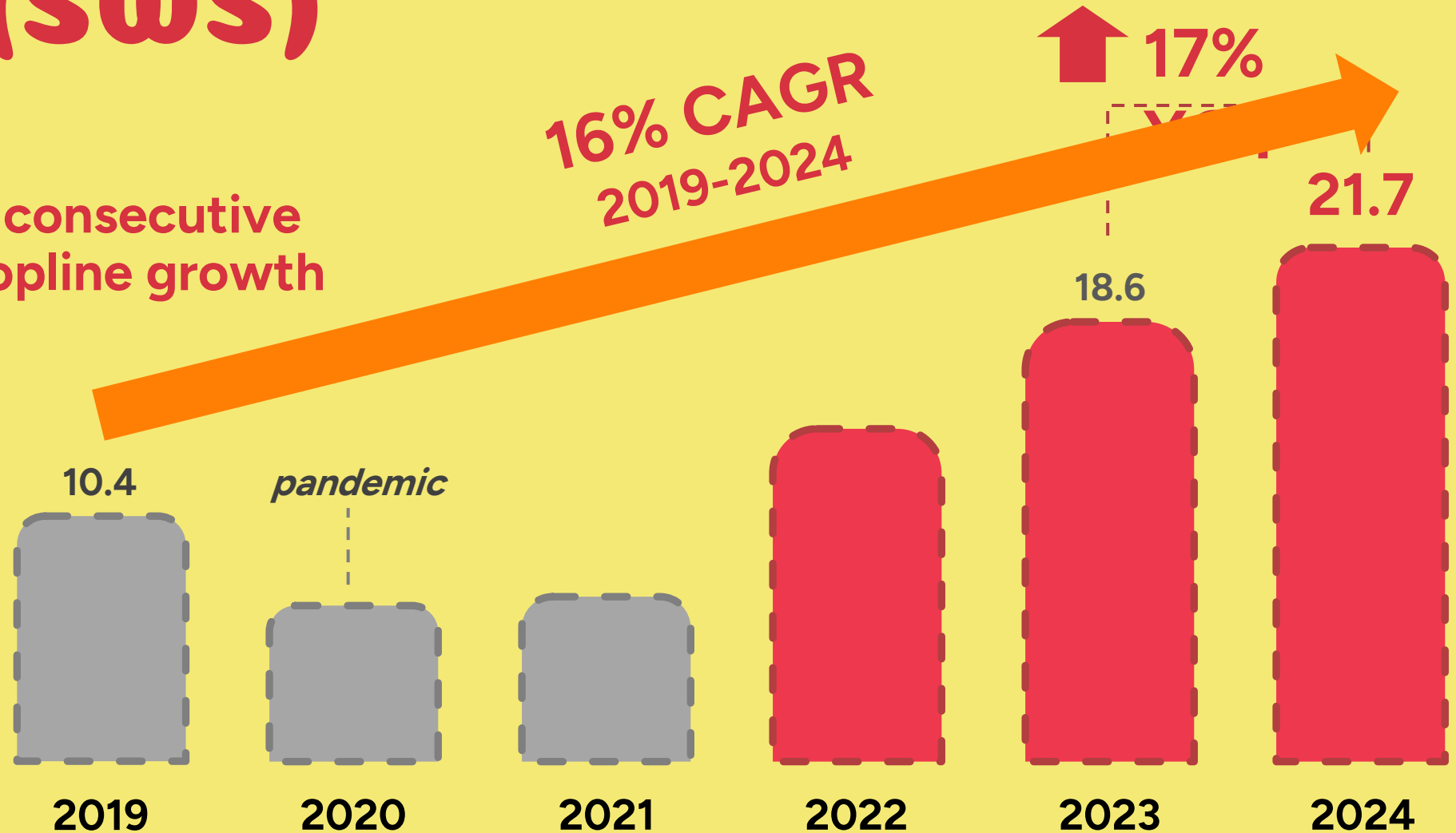
+22%
year-on-year



Systemwide Sales (SWS)

in PHP B

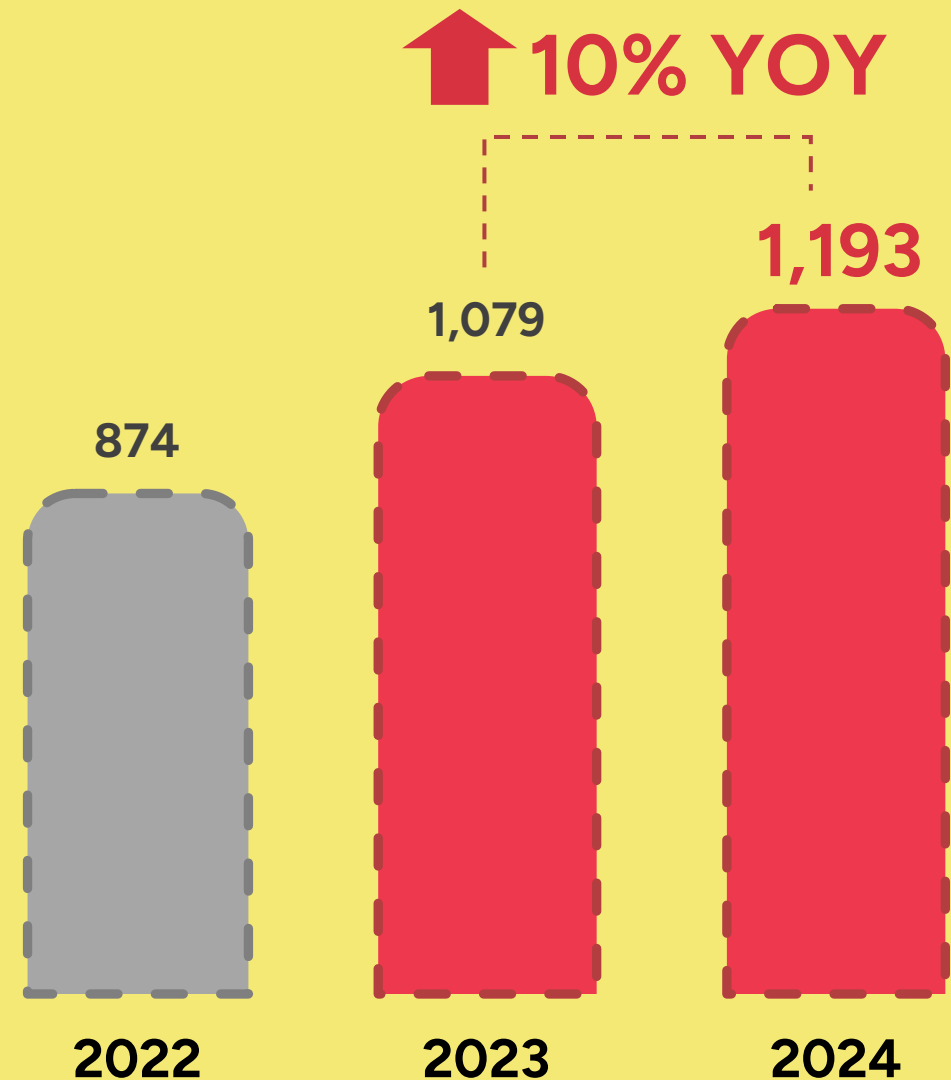
Extending our consecutive double-digit topline growth



Net Income

in PHP M

Surpassing the PHP 1B mark
for the second year in a row



Investing in Our Brands

DOMESTIC RESTAURANTS



CORE RESTAURANT
BRAND



DOMESTIC KIOSKS



CATEGORY
EXPANDER



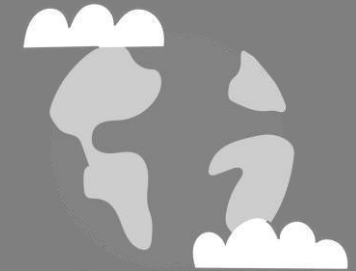
CORE KIOSK BRAND



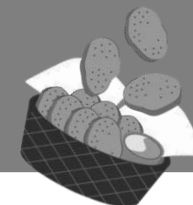
OPPORTUNISTIC
PLAY



INTERNATIONAL



EMERGING FRONTIERS





Shakey's
mix & match
 your
BUNCH of LUNCH



**MANY MORE COMBOS
 TO CHOOSE FROM!**

**ONLY
 P229
 EACH**

*Price may vary for Grab and Foodpanda.

AVAILABLE FOR DINE-IN, CARRYOUT & DELIVERY!



Shakey's
 — CLASSIC —
HERO



*Premium Ham,
 Pepperoni,
 Salami*

*Fresh Romaine Lettuce,
 Mushrooms, Tomatoes,
 Black Olives*

With Special HERO Dressing!

**FRESH. ZESTY.
 MEATY!**

**STARTS AT
 P139**

Shakey's

GET YOUR SHAKEY'S FAVES AT HOME SUPER HAPPY DELIVERY

P100 OFF
MINIMUM SPEND OF P999
CODE: DEL100

FREE PIZZA
MINIMUM SPEND OF P999
CODE: PIZZA

**FREE BASKET
OF MOJOS**
MINIMUM SPEND OF P1,200
CODE: MOJOS

10% CASHBACK
MINIMUM SPEND OF P1,000
AND UP TO P2500 SPEND
CODE: CASHBACK10



REDEEM IN 2 STEPS:



GO TO **VOUCHERS**
ON YOUR **SUPER APP**



SELECT YOUR PREFERRED
VOUCHER & ADD TO CART!

*CASHBACK10 VOUCHER WILL BE AVAILABLE ONCE MINIMUM PURCHASE IS MET.



Shakey's
PIZZA HOUSE

PERI-PERI
CHARCOAL CHICKEN
& SAUCE BAR



supercard

SUPER CARS

MONTHLY GRAND GIVEAWAY!



Use your Supercard in
Shakey's - Peri-Peri Charcoal
Chicken & Sauce Bar - R&B Tea.

Using your SUPERCARD to win a brand new BMW!
Every P300 spend = One Raffle Entry

Running from April 10, 2024 - 1. For R&B Tea, Shakey's, Peri-Peri. Terms & Conditions apply.

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BRAND



CATEGORY
EXPANDER

DOMESTIC KIOSKS



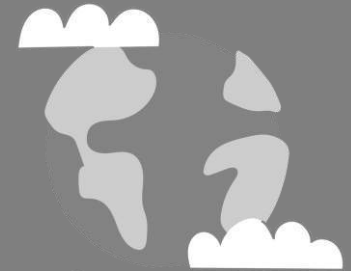
CORE KIOSK BRAND



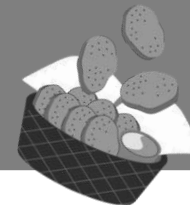
OPPORTUNISTIC
PLAY



INTERNATIONAL



EMERGING FRONTIERS



PERI-PERI

CHARCOAL CHICKEN & SAUCE BAR

Enjoy up to
P450 OFF

on your faves!

*Minimum order applies.

ORDER NOW!



Ordering together? Use
Group Order



PERI-PERI

CHARCOAL CHICKEN & SAUCE BAR

Get up to
20% OFF

on your faves!

*Minimum order applies.

MIN. SPEND OF P600, MAX DISCOUNT OF P200



PERI-PERI

CHARCOAL CHICKEN & SAUCE BAR

PERI FLAVORITES

Peri Juicy, Peri Flavorful
Adventures!



Grab
Fan Faves

20
24
ENJOY

Grab
Food

PERI FLAVORITE PLATE A

P289
PRICE VARIES



Investing in Our Brands

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BRAND



CATEGORY
EXPANDER



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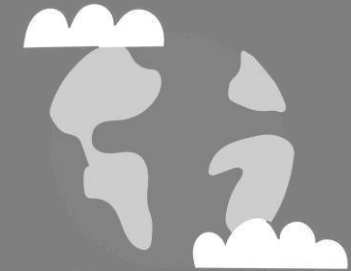


R&B 巡茶
PROJECT
PIE

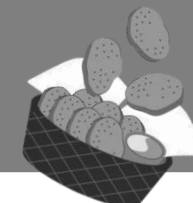
OPPORTUNISTIC
PLAY



INTERNATIONAL



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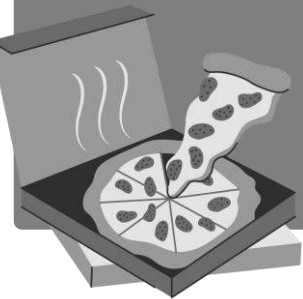


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INTERNATIONAL



EMERGING FRONTIERS



Singapore



VivoCity



Tampines One



Jurong Point



Ngee Ann Polytechnic

Singapore

New Flavour **POTATO CORNER**

Cereal

Irresistibly Delicious!

MADE WITH Nestlé **Nestum**

Cereal Chicken Pops Combo \$6.90 Mega

Cereal Prawn Pops Combo \$7.90 Mega

ALA CARTE

Cereal Waffle Fries \$5.9 Mega	Cereal Chicken Pops \$7.5 Mega	Cereal Prawn Pops \$8.5 Mega
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NEW! **POTATO CORNER**

PRAWN POPS

MEGA MIX \$7.90

MADE WITH REAL PRAWNS!

Prawn Pops (flavour of your choice)	Prawn Pops Mix (with flavoured fries of your choice)
JUMBO \$6.50 MEGA \$8.50	MEGA \$7.90 TERA \$13.90

NEW **POTATO CORNER**

SALTED Caramel

Limited Time Offer!

Mega Tater Tots \$5.9

Jumbo 8-pcs Mozza Cheese Sticks \$5.0

Jumbo Flavoured Fries \$4.4

Try this flavour on all your Potato Corner favourites!

Prices include GST



Larger stores with



Expanded menu



Feature merchandise



A bigger experience!



Tanay, Rizal



Clark International Airport



Malolos, Bulacan



Matalino, Quezon City



Shakey's

**New Shakey's Makati Avenue Store
(November 2024)**



**First Shakey's Store Along Makati Avenue
(March 1975)**



Peri-Peri Robinsons, Ilocos



**Potato Corner
Xentromall
Oriental Mindoro**



Potato Corner 2,000th Store – PC XP, SM City Cebu



Thailand: 100th Store



Bangkok



Surin



Chiang Mai

**New store designs
launched in key locations**

Thailand



**Malaysia: Kuala Lumpur
International Airport Terminal 2**



China: Nantong MixC (Jiangsu)

20,725

jobs supported in 2024





Enhancing guest experience through training



Cultivating excellence with



Franchisee Forum and Roadshows

our franchisee partners



Shakey's Cup of Excellence



Potato Corner Golden Fries Awards



22

differently abled
team members



29

senior citizen
team members

60+



42

Love 'Em Down
participants

233

On-the-Job Training
opportunities



In 2024, SPAVI garnered
2 Golden Arrow Awards

for Corporate Governance,
recognized by the ICD for the
2nd year straight