



September 2, 2025

**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 DEBUTS IN TAIWAN WITH FUJIN TREE**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled, "Potato Corner Debuts in Taiwan with Fujin Tree".

Very Truly Yours,

Jenifer Mae San Juan - Tecson  
Investor Relations Manager



## POTATO CORNER DEBUTS IN TAIWAN WITH FUJIN TREE

**Potato Corner (PC)**, a global leader in flavored fries from the Philippines, planted its flag in Taiwan with its first Taipei store on August 4, 2025. PC is part of the **Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA|SPAVI)** group, the leading full-service chain restaurant and food service group in the country. Since its acquisition in 2022, PC has since scaled its presence in key international markets, now at 2,345 global stores.



*Potato Corner opens its first store in Xinyi District's Uni-President Department Store Taipei, Taiwan*

Taiwan marks the 16th overseas market for the global flavored fries brand. Located in Xinyi District's Uni-President Department Store Taipei, the inaugural PC Taiwan store places the brand at the center of Taipei's retail and dining scene, positioned near major transit hubs including the MRT and bus terminals.

PC's entry also signals the beginning of Potato Corner's partnership with Taiwan's Fujin Tree Group, a respected lifestyle and F&B operator with over a decade of international experience. Fujin Tree operates 15 distinguished brands, including a Michelin-star restaurant within its globally acclaimed portfolio of franchises.

Jay Wu, founder of Fujin Tree Group, shared, "Since our inception, we have been committed to enriching consumer lifestyle with exceptional dining experiences. We are honored to introduce Potato Corner, a beloved global brand, to Taiwan and we look forward to adding more stores by the end of the year. Our goal is for Potato Corner to become the preferred spot for everyday gatherings and joyful moments."



*Hundreds of customers queuing on PC's Grand Opening Day in Taipei*

. . .

Vicente Gregorio, President and Chief Executive Officer of SPAVI, remarks, "It's always a proud moment to bring our beloved brand to new international shores. Potato Corner's debut in Taipei is a milestone not just for our flavored fries, but for our Group vision of WOW-ing more guests around the world. What also inspires confidence is PC's proven track record of collaborating with franchisees across the globe to bring this ambition to life. And with the strong support of our partner Fujin Tree, we look forward to strengthening and scaling our presence in Taiwan."

**Disclaimer:**

This press release includes forward-looking statements. Such forward-looking statements are management's present expectations of future events and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements.

The reader is cautioned not to rely on such forward-looking statements, which speak only as of the date they were made. All subsequent forward-looking statements attributable to the Company, its affiliates or any person acting on their behalf are expressly qualified in their entirety by the cautionary statements referred to in this press release.



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