



April 20, 2026

**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 HONORED IN QSR MEDIA ASIA AWARDS 2026 FOR EXPANDING GLOBAL REACH FOR FLAVORED FRIES**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled, "Potato Corner Honored in QSR Media Asia Awards 2026 for Expanding Global Reach for Flavored Fries".

Very Truly Yours,

Jenifer Mae San Juan - Tecson  
Investor Relations Manager



## Potato Corner Honored in QSR Media Asia Awards 2026 for Expanding Global Reach for Flavored Fries

Potato Corner (PC), a global kiosk-based flavored fries brand under the **Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA|SPAVI)** group, was recognized in the QSR Media Asia Conference & Awards 2026 held in Singapore last March. PC garnered two awards, Special Recognition and 2026 Multi-Site Restaurant of the Year, in recognition for its sustained domestic and international expansion.

QSR Media Asia is an international news and research platform dedicated to Asia's quick-serve, fast-casual, and chain restaurant industries. It hosts an annual Conference and Awards, gathering the region's top restaurant players, thought leaders, and analysts to discuss the issues and trends shaping the future of the industry and celebrate the top brands, operators, and individuals innovating the sector.



With its well-loved snack fries offering affordable indulgence, Potato Corner is the clear leader in the kiosk-based fries chain sector and the top kiosk chain in the Philippines. Network expansion underpins PC's strategic vision of bringing its renowned, universal flavored fries into new frontiers. In 2025, the brand made substantial headway in widening its global reach.

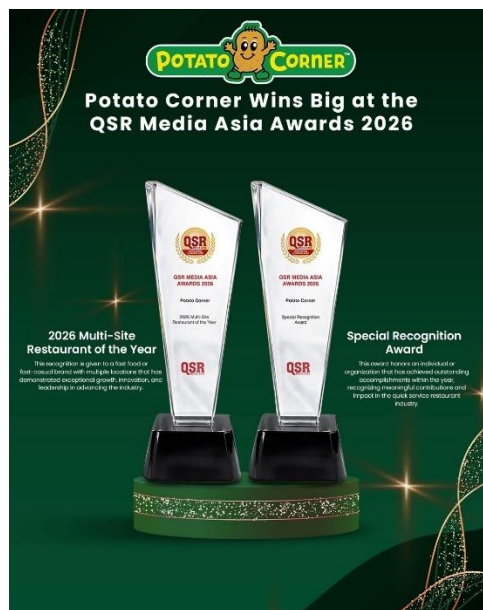
On the homefront, Potato Corner ended the year with more than 2,100 stores in the Philippines, opening nearly one store a day. Of these, 80% of stores are franchised – demonstrating PC's mission to promote entrepreneurship and create job opportunities.

Internationally, Potato Corner closed the year with 470 stores across 16 markets across both developed and emerging markets, including Malaysia, Cambodia, Canada, China, Singapore, and others, further strengthening its global footprint. Milestone achievements in 2025 include its debut in Taiwan with year-to-date ADS approximately doubling the initial projection. The brand also continued expansion in



emerging markets such as Myanmar, where new stores opened despite challenging market conditions, as well as Laos, which generated strong initial consumer reception.

CEO of Rocks Group and Master Franchisee of Potato Corner Thailand and Malaysia, Chayapatra "Pong" Thongcharoen, shares, " Potato Corner is such an agile and versatile brand with a universal product that it can be successful in any market around the world. What sets it apart is also its ability to localize and adapt to different markets in its unique Potato Corner way." Pong launched the very first Potato Corner store in Thailand back in 2016, and in 2023, he brought the flavored fries brand to Malaysia. As of end March 2026, there are now over 160 stores in Thailand and nearly 30 stores in Malaysia.



Alongside network growth, PC continued to strengthen its brand equity, innovate its product offerings, and adapt its value proposition across diverse market environments, competitive landscapes, and consumer segments. In 2025, PC Thailand launched their take on local delicacies with new menu items such as Guichai Fries and Red Sausage. Meanwhile, PC Singapore offered new Mala and Laksa flavorings to cater to local tastebuds. Domestically, the brand resonated with young Filipino consumers through its collaboration with its first ambassador – Tiktok sensation, Niana Guerrero – in its Crave the Fave campaign.

Jose Arnold T. Alvero, outgoing Chief Operating Officer and General Manager of Potato Corner, shares his gratitude, "We are deeply honored by this recognition by QSR Media Asia Awards. It's a credit to the collective passion and consistent execution that our teams and franchise partners bring across different markets. Our focus remains clear – to reach more guests in more corners of the world and WOWing them with great value they deserve."



**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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