

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c) THEREUNDER

1. July 15, 2025  
Date of Report (Date of earliest event reported)

2. SEC Identification No. 54666 3. BIR Tax Identification No. 000-163-396

4. Shakey's Pizza Asia Ventures Inc.  
Exact name of issuer as specified in its charter

5. Metro Manila, Philippines 6.  (SEC Use Only)  
Province, country or other jurisdiction of Industry Classification Code  
incorporation

7. 15 Km East Service Rd., Brgy. San Martin De Porres,  
Parañaque City 1700  
Address of principal office Postal Code

8. (632) 8867 7677  
Issuer's telephone number, including area code

9. N.A.  
Former name or former address, if changed since last report

10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<u>Common Shares</u>	<u>1,683,760,178</u>

11. Indicate the item numbers reported herein: Item 4 - Resignation, Removal or Election of Registrant's Directors or Officers

**Item 9: Other Matters**


Please be informed of the appointment of Romeo Pe Benito, Jr., as Deputy General Manager of Potato Corner USA.

## SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 15, 2025

Very truly yours,

  
**Maria Rosario L. Ybanez**  
Corporate Secretary

July 15, 2025

**SECURITIES AND EXCHANGE COMMISSION**

7907 Makati Avenue, Salcedo Village

Brgy. Bel-Air, Makati City, 1209

Attention: **Atty. Oliver O. Leonardo**  
Markets and Securities Regulation Department

**PHILIPPINE STOCK EXCHANGE, INC.**

6/F PSE Tower

5<sup>th</sup> Avenue corner 28<sup>th</sup> Street Bonifacio Global City, Taguig City

Attention: **Atty. Johanne Daniel M. Negre**  
OIC, Disclosure Department

RE: Appointment of Romeo Pe Benito, Jr.

---

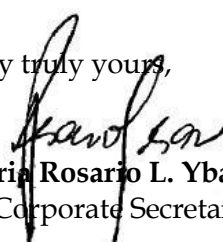
Ladies and Gentlemen:

Please be informed of the appointment of Romeo “Chuck” Pe Benito, Jr. as the Corporation’s Deputy General Manager of Potato Corner USA effective August 14, 2025.

Mr. Pe-Benito brings with him 35 years of deep and diverse experience in the foodservice industry, having held senior operations roles across quick service, specialty coffee, and casual dining. His journey in foodservice actually began with Shakey’s Philippines, where he rose from the ranks to become a Restaurant Manager—an early chapter that would shape his passion for operational excellence and guest experience. He later expanded his expertise through leadership roles at Kenny Rogers Roasters and Seattle’s Best Coffee, before moving to the United States in 2004.

Mr. Pe-Benito is a graduate of Bachelor of Science in Business Administration, Accounting in Western Governor University and took his master’s degree in University of Illinois Urbana Champaign in Master of Management and Master of Business Administration in 2023 and 2024, respectively.

Very truly yours,

  
**Maria Rosario L. Ybanez**  
Corporate Secretary