

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

Province, country or other jurisdiction of incorporation

6. (SEC Use Only)

Industry Classification Code

7. 15 Km East Service Rd., Brgy. San Martin De Porres,
Parañaque City

Address of principal office

1700

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

Common Shares

1,683,760,178

11. Indicate the item numbers reported herein:

Item 4 - Resignation, Removal or Election of
Registrant's Directors or Officers

Item 9: Other Matters

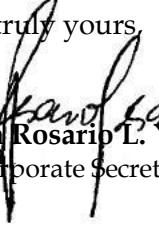
Please be informed of the change in designation of Mr. Jorge Maria Q. Concepcion from Shakey's Chief Operating Officer to Country Head of Potato Corner USA effective August 14, 2025.

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
5th Avenue corner 28th Street Bonifacio Global City, Taguig City

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

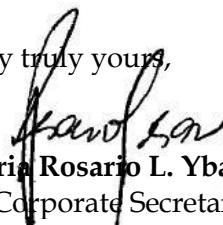
RE: Change in Designation of Jorge Maria Q. Concepcion

Ladies and Gentlemen:

Please be informed of the change in designation of Mr. Jorge Maria Q. Concepcion from Shakey's Chief Operating Officer to Country Head of Potato Corner USA effective August 14, 2025.

Mr. Concepcion served as General Manager of Shakey's Philippines from 2014 to 2023, before taking on the role of Chief Operating Officer for Shakey's in 2024.

In his capacity as Country Head, Mr. Concepcion will be spearheading the exploratory and startup efforts for the brand in the United States for market entry and operational scale and lead the overseeing strategic direction, market growth, and total business performance of Potato Corner USA.

Very truly yours,

Maria Rosario L. Ybanez
Corporate Secretary