

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. February 18, 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,      1700  
Parañaque City      Postal Code  
Address of principal office
  
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
<b>Common Shares</b>	<b>1,683,760,178</b>
  
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 Dino Francisco as General Manager – Peri Peri effective February 18, 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: February 18, 2025

Very truly yours,

  
**Maria Rosario L. Ybanez**  
Corporate Secretary

February 18, 2025

**SECURITIES AND EXCHANGE COMMISSION**

PICC Complex, Roxas Boulevard, Pasay City

Attention: **Director Vicente Graciano P. Felizmenio, Jr.**  
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. Stefanie Ann B. Go**  
Officer-in-Charge, Disclosure Department

RE: Appointment of General Manager – Peri Peri

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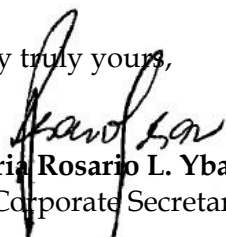
Ladies and Gentlemen:

Please be informed of the appointment of Dino Francisco as the Corporation's General Manager – Peri Peri effective February 18, 2025.

Mr. Francisco is an accomplished executive with extensive experience in food service, consumer retail, and strategic management consulting. He has held leadership positions in Goldilocks Bakeshop, Dunkin' Donuts Philippines, Generika Drugstore, and Vista Malls, where he successfully drove business growth, operational improvements, and brand development.

Mr. Francisco has been instrumental in expanding retail networks, enhancing operational efficiencies, and pioneering innovative business strategies. His leadership at Goldilocks saw the successful management of over 800 retail stores, as well as helped generate a new revenue stream for its manufacturing operations. While at Dunkin' Donuts, he spearheaded initiatives that resulted in significant revenue growth and brand revitalization. His expertise also extends to commercial leasing, having overseen leasing operations for SM Supermalls and Vista Malls.

Very truly yours,

  
**Maria Rosario L. Ybanez**  
Corporate Secretary