

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. April 23, 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 Karina Kellda M. Centeno effective April 23, 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: April 23, 2025

Very truly yours,


Maria Rosario L. Ybanez
Corporate Secretary

April 23, 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
5th Avenue corner 28th Street, Bonifacio Global City, Taguig City

Attention: **Atty. Johanne Daniel M. Negre**
Officer-in-Charge, Disclosure Department

RE: Appointment of Chief Digital and IT Officer

Ladies and Gentlemen:

Please be informed of the promotion of Karina Kellda M. Centeno as Chief Digital and IT Officer of Shakey’s Pizza Asia Ventures, Inc. (SPAVI | PSE:PIZZA), effective April 23, 2025.

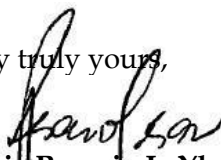
Ms. Centeno has been with SPAVI since 2020, initially overseeing the Delivery and Digital functions. Over the years, her role has expanded, eventually becoming the Group Director for Digital, Loyalty, and Delivery in 2022, as well as serving as the IT OIC in February 2025.

Throughout her tenure, her contributions have been pivotal to SPAVI’s operations and digital acceleration. Notably, she drove the growth and innovation of the Shakey’s Super App, earning industry-leading ratings in tech, and successfully expanded the Supercard loyalty program, significantly increasing its user base and revenue.

She has over 15 years of diverse experience in digital transformation, technology development, and business operations. She also has a proven track record of leading significant digital innovations, particularly in guest-facing digital channels, and loyalty programs.

Prior to joining SPAVI, Ms. Centeno served as the Chief Operating Officer at STORM Technologies, where she achieved notable revenue growth and streamlined operations. Prior to her work in tech, she was a Brand Manager at Unilever, a key FMCG player both locally and internationally. She also ventured into entrepreneurship, which has enriched her general management competencies, particularly in the food service industry.

Ms. Centeno will be taking the helm from Mr. Kiran Amin, who served as SPAVI’s Chief Technology Officer prior to her appointment. During his tenure, Mr. Amin played a key role in establishing the IT Project Management Team, initiating critical cost optimization measures, and advancing the rollout of the Group’s new POS system across store operations. His contributions have laid the foundation for SPAVI’s ongoing digital transformation.

Very truly yours,

Maria Rosario L. Ybanez
Corporate Secretary