



June 6, 2022

PHILIPPINE STOCK EXCHANGE, INC.

PSE Tower, 28th Street cor. 5th Avenue

Bonifacio Global City, Taguig City

Attention: **MS. ALEXANDRA D. TOM WONG**

Officer-in-Charge, Disclosure Department

**RE: PRESS RELEASE – PERI-PERI CHARCOAL CHICKEN LAUNCHES PERI PAINTS,
A COLLABORATION WITH LOCAL ARTISTS TO SUPPORT ITS STORE EXPANSION PROGRAM**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled "Peri-peri Charcoal Chicken launches Peri Paints, a collaboration with local artists to support its store expansion program."

Very Truly Yours,

Jenifer Mae San Juan - Tecson
Investor Relations Manager



**Peri-peri Charcoal Chicken launches Peri Paints,
A collaboration with local artists to support its store expansion program**



Peri-Peri Charcoal Chicken and Sauce Bar, one of the fastest growing restaurant chains from **Shakey's Pizza Asia Ventures, Inc. (PSE: PIZZA)**, launched an art initiative project dubbed as "Peri Paints".

In line with Peri-Peri's mission to be a purveyor of art and creative minds, Peri Paints is a collaboration with creative, young, local artists to develop specially commissioned art pieces featured at the restaurant chains' stores.

Peri-Peri's outlets are known for their eclectic, bright, and colorful design and ambiance, aimed at creating a special dining experience for its guests. To date, the art initiative has given birth to several wall murals such as those found at Peri's new outlets in Vermosa, Gil Fernando, and Manila Central University. Apart from the murals, several interior store frames have also been unveiled at Capitol Commons, Glorietta, SM North, Greenhills, Nuvali, Gil Fernando and Vermosa.

Marielle Santos, the General Manager of Peri-Peri said, "We are very excited to roll out this project because it's a great opportunity to engage local communities the 'Peri-Peri Way' – fun, creative, and relevant. Through Peri Paints, we can nurture local talent and build sustainable partnerships with these young artists by elevating their careers."

According to Santos, each artist is commissioned for several projects, all in line with Peri-peri's expansion program.

"We hope to strengthen the partnership by engaging with more artists and designers as we open in more locations in the future and continuously support their talents and livelihood," Santos added.



The chain aims to continue its expansion as it sees more opportunities for Peri-Peri in Metro Manila and key cities in nearby provinces.

Santos said, “Creativity is in our DNA. The past two years have been challenging because of the pandemic, but we were still able to power through, expand our network, and reach more guests by being creative with our store models. We built multi-branded stores and Peri Juniors, all of which allowed us to open up in new areas and engage local communities effectively and efficiently.”

“We hope that the pandemic will soon be behind us. We’re already feeling the uplift from the reopening of the economy and are looking forward to growing our store network by at least 30% this year,” she added.

Since its acquisition, Peri-Peri has more than doubled its store network in the country. The restaurant chain has 54 stores nationwide, with the latest store being opened in Subic, Zambales, a coastal tourist town in Central Luzon.

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.

About PIZZA:

Shakey’s Pizza has been creating over 40 years of great times and great memories. It is one of the leading Fast Casual Restaurants in the Philippines, focused on family casual dining. It maintains market leadership in both the chained pizza full-service and chained full-service restaurant categories.

Peri-Peri Charcoal Chicken and Sauce Bar is an emerging fast-casual and full-service restaurant brand in the Philippines. Its mainstay is charcoal-grilled chicken, marinated for 24 hours, served with an assortment of unique sauces to choose from. Since its acquisition in 2019, PIZZA has already doubled the store footprint of Peri-Peri.

PIZZA owns the master franchise of R&B Milk Tea in the Philippines. R&B Milk tea is one of the leading milk tea players in Singapore. It is available in Shakey’s stores and now has two independent stores, one of which is the first drive-through milk tea store in the country.

In 2021, PIZZA relaunched Project Pie, a modern and upscale pizza concept and an artisan pizza chain known for its build-your-own pizzas.

In 2022, PIZZA acquired Potato Corner, one of the leading food kiosk brands in the Philippines renowned for its flavored fries. Potato Corner has over 1,000 stores in the Philippines and a wide store network internationally.



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