



October 12, 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 – A POTATO CORNER AT EVERY CORNER: PC WOWING THE WORLD
WITH OVER 1,300 STORES GLOBALLY**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled "A Potato Corner at Every Corner: PC Wowing the World with over 1,300 Stores Globally."

Very Truly Yours,

Jenifer Mae San Juan - Tecson
Investor Relations Manager



A Potato Corner at Every Corner: PC Wowing the World with over 1,300 Stores Globally



(In photo: Jose Alvero, PC COO; Vicente Gregorio, PIZZA President & CEO; Dr. Emmanuel R. Fernandez Embassy of the Philippines in Singapore Chargé d' Affaires; Nanette Medved-Po, Founder and Chairwoman of Hope; Christopher Po, PIZZA Chairman; Wong Richard, Lucky Plaza Food Court Owner and Operator; and Wong Weihan, GIC Vice President)

Potato Corner (PC), one of the largest food kiosk brands in the Philippines with freshly cooked flavored French fries as its core product, continues to expand its footprint in the international scene.

Operating since March 2022 under **Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA)**, the leading fast casual restaurant chain and food service group in the Philippines, Potato Corner has been serving its world famous flavored fries in over 1,100 stores in the country and in almost 200 stores across 12 countries.

In September 2022 alone, the brand has expanded to three new stores within Southeast Asia – bringing the total new store openings internationally to 33 stores since joining PIZZA. These recently opened branches include the Suvarnabhumi Airport in Thailand, which is one of Southeast Asia's busiest airports, Lucky Plaza in Singapore, an iconic shopping center located along Orchard Road and the center of the Filipino community, and Chip Mong 271 Mega Mall in Cambodia, which is the largest shopping center in Phnom Penh.



During the Lucky Plaza opening, food court operator and Shakey's franchisee, Wong Minying, shared her sentiments about the brand's global appeal. "We're very happy that Potato Corner opened in Lucky Plaza. It's a good brand that attracts not just Filipinos but also the locals in Singapore. It's smart – flavored fries on the go – and streamlined. Potato Corner synergizes very well with the other brands in our food court like Shakey's," she said.

The Lucky Plaza branch marks PC's 14th store in the country since its introduction in Singapore in 2018.

Entering the last quarter of the year, guests can expect stronger brand presence as PC is set to open more stores beyond Southeast Asia including China and other new territories. The team remains focused and committed to uphold its vision of planting the Potato Corner flag at every corner of the world.

Vicente Gregorio, PIZZA President and Chief Executive Officer, shared, "Apart from providing fun and flavorful moments to our guests, PC's purpose revolves around creating opportunities for small and micro entrepreneurs both locally and abroad. To date, we have the honor of supporting over 600 franchisees all over the world. As we grow PC, so does their business and source of livelihood."

In the wake of the Philippine economic reopening, PIZZA fully commits to sustaining business growth year-on-year with continuous investments in its brands, its stores, and its people. Store network expansion is a key thrust as well as continuing to have industry-leading returns on investment.

With bold, exciting plans in 2023 and beyond, PIZZA is confident that PC will further accelerate as it rolls out its expansion plans, both domestically and internationally.

Gregorio added, "We will continue to create more value from PC. It is the new growth pillar in our roster of Wow Brands, and, in line with our vision of having strong brands with industry-leading margins, we will continue to pursue delivering products and services that exceed our guests' expectations and keep PC as the franchise partner of choice of small and micro entrepreneurs."

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 1,100 stores in the Philippines and a wide store network internationally.



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