



January 16, 2023

**PHILIPPINE STOCK EXCHANGE, INC.**

PSE Tower, 28<sup>th</sup> Street cor. 5<sup>th</sup> Avenue

Bonifacio Global City, Taguig City

Attention: **MS. ALEXANDRA D. TOM WONG**  
Officer-in-Charge, Disclosure Department

**RE: PRESS RELEASE – PERI-PERI CHARCOAL CHICKEN SOARS IN THE NORTH**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled "Peri-Peri Charcoal Chicken soars in the North."

Very Truly Yours,

Jenifer Mae San Juan - Tecson  
Investor Relations Manager



## Peri-Peri Charcoal Chicken soars in the North



Left to right: (1) Peri-Peri SM City Tuguegarao, (2) Peri-Peri SM City Baguio, and (3) Peri-Peri SM City Cauayan

**Peri-Peri Charcoal Chicken and Sauce Bar (Peri-Peri)**, a fast-growing casual dining restaurant chain in the Philippines, opens new stores in Central and North Luzon, expanding beyond Metro Manila. Peri-Peri is the second largest restaurant chain of **Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA)**, the leading casual dining restaurant chain and food service group in the country.

Known for its juicy and flavorful charcoal grilled chicken and wide variety of specialty piri-piri chili sauces, Peri-Peri was acquired by Shakey's in 2019 with 21 stores under its belt. To date, the roast chicken chain already has triple the number of outlets at 68 stores.

Vicente Gregorio, President and Chief Executive Officer of PIZZA, shared, "Peri-Peri has grown significantly over the past 3 years, despite the pandemic. In a short span of time, it has become a strong number 2 player in the category. It offers a flavor adventure and dining experience like no other, which is why our guests keep coming back for more. Given its strong performance in the Metro, we believe it's high time to expand to new cities and give their local residents a taste of Peri-Peri."

In December, the charcoal chicken chain opened in Baguio City, heralded as the Summer Capital of the Philippines. A popular mountain town in the North known for its cool weather and interesting food finds, the city now has a Peri-Peri to add to the local flavor. The city is also known for its rich art scene, much aligned to Peri-Peri's mission as a purveyor of art and creative minds.

The group opened in Tuguegarao, the capital city of Cagayan and an emerging area in the North. The new store can be found at SM Tuguegarao, together with other PIZZA brands such as Shakey's Pizza, Potato Corner, and R&B Milktea. All brands saw record-breaking sales performances, a testament to the pent up demand in new and developing cities and the complementary nature of PIZZA's brands.

Peri-Peri built a new store along the North Luzon Expressway Shell of Asia. The outlet is alongside the Company's pizza chain, Shakey's.



New Peri-Peri outlet located at NLEX Shell of Asia

Other new branches were likewise opened in Cabanatuan, Nueva Ecija and Cauayan, Isabela, populous cities in Central and North Luzon in the fourth quarter of 2022.

“The fantastic response to Peri-Peri is greatly encouraging. To us, it means we’re on the right track – expanding the reach of Peri-Peri to provide more guests with unique and memorable experiences. We are not going to stop here. We still see more opportunities for Peri-Peri. These stores in the North serve as our proof of concept,” said Gregorio.

The restaurant chain’s expansion program kicked into high gear upon entering the second half of 2022. Recently, Peri-Peri built new stores at the Clark International Airport and in Malate, its 60th store. Innovative store formats were also rolled out such as the fly-thru in BF Homes Aguirre, which was initially a Peri Junior store.

Peri-Peri aims to scale up its expansion program further in 2023.

#### 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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