



July 3, 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 & SAUCE BAR DOUBLES DOWN ON INCLUSIVE HIRING**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled, "Peri-Peri Charcoal Chicken & Sauce Bar Doubles Down on Inclusive Hiring".

Very Truly Yours,

Jenifer Mae San Juan - Tecson  
Investor Relations Manager



## Peri-Peri Charcoal Chicken & Sauce Bar Doubles Down on Inclusive Hiring



*(M) Senior Citizen Onboarding at Peri-Peri;*

*(R) Vincent Habana, Love 'Em Down Participant, Peri-Peri Antipolo*

**Peri-Peri Charcoal Chicken & Sauce Bar (Peri-Peri)**, one of the fastest growing restaurant chains from **Shakey's Pizza Asia Ventures, Inc. (PSE: PIZZA)**, recently launched its inclusive hiring programs to promote equal employment opportunities in communities where its stores are located.

In partnership with the City of Manila's Public Employment Services Office (PESO), Peri-Peri created job opportunities for senior citizens and specially-abled individuals. At present, the chain has 8 participants – 4 seniors and 4 specially-abled persons, and is planning to double its hires under the program by yearend.

Peri-Peri's partnership with the Down Syndrome Association of the Philippines, Inc. (DSAPI) is another example of the company's commitment to inclusivity. Love 'Em Down' is a landmark program of the Shakey's group aimed at supporting individuals with Down Syndrome. The Love 'Em Down program is designed to hire persons with Down Syndrome, providing them with meaningful employment opportunities and the chance to learn new skills.

The DSAPI is a non-stock, non-profit organization that aims to offer support to families who have a child with Down Syndrome and to initiate, develop, and promote programs and projects concerning Down Syndrome. Through the Love 'Em Down program, Peri-Peri hopes to create a more inclusive society where everyone can reach their full potential.

According to Marielle Santos, Chief Human Resources Officer of PIZZA, "We believe that cultivating a more inclusive workplace is not only the right thing to do, but it is also beneficial for our business. We strongly believe that our seniors, specially-abled, and people with Down Syndrome have much to contribute and simply need an avenue by which they can do so. Through the program, they receive on the job training, coaching, and ongoing support. At the same time, we are grateful to be at the receiving of their passion and dedication. Their presence also fosters a more welcoming and enjoyable experience at our stores."

Since its inception, Peri-Peri has endeavored to be a purveyor of art and creative expression, prominently displayed in store design, ambience, and experience. Not as well-known is how this also extends to its



staff, who are allowed to express themselves freely, including showcasing body art – a practice often discouraged in the industry.

Santos shared, “As a brand, Peri-Peri has a strong spirit of adventure. This emanates from the core – our people. We built a culture that prioritizes diversity and inclusivity in all its forms, boosting innovation and creativity. From hiring senior citizens and specially-abled to focusing on gender orientation and all shapes and sizes, we are able to develop a unique and welcoming environment for staff and guests alike.”

“We hope that our group’s inclusive hiring program will inspire other companies to take similar initiatives and create a more inclusive workforce. Peri-Peri is committed to promoting diversity and inclusivity in the workplace and believes that everyone deserves a chance to contribute their skills and talents to society. We are proud to launch this new hiring program and break down barriers to employment,” Santos concluded.

#### 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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