

## Shakey's Pizza and Peri-Peri Charcoal Chicken Activates Supercard Loyalty Program



Shakey's Pizza Asia Ventures Inc. (PSE: PIZZA), one of the largest food service groups in the Philippines, is tapping into its extensive Supercard loyalty program with a new campaign, Supercard Super Cars Giveaway.

The Shakey's Supercard is one of the biggest loyalty programs in the country with over 2 million active users, allowing guests access to promos and limited offers across Shakey's multi-brand portfolio including its flagship Shakey's brand, Peri-Peri, and R&B Milk Tea. Shakey's aims to synergize the collective strengths and unique offerings of each brand under its portfolio with personalized incentives, exclusive offers, and tailored experiences.



Through the Supercard Super Cars Giveaway, registered Supercard holders get three chances of winning one of 3 BMW X Series cars.

“With this exciting new campaign, we’re strategically capitalizing our multi-brand portfolio to scale up our efforts in building long-term loyalty and brand love among our guests,” says Vic Gregorio, PIZZA President and CEO. “At Shakey’s, investing in our brand is a key pillar of our growth strategy, and we hope that this initiative clearly demonstrates our commitment to WOW and create more value for our guests.”

Guest engagement is a cornerstone of PIZZA’s business strategy, evident in the myriad of guest engagement programs that have seen strong reception across its brands.

From the Shakey’s Super League, a volleyball competition fostering sports engagement, to ensuring prompt service with the commitment of a 31-Minute Delivery guarantee, PIZZA emphasizes a customer-centric approach. PIZZA has also further enhanced its guest experience through the Shakey’s SuperApp, offering a seamless delivery platform for easy ordering and exclusive promotions.

. . .

Gregorio says “PIZZA’s multi-brand portfolio has been instrumental in unlocking diverse opportunities for us, prompting us to improve the way we do things and continuously harness the unique strengths within each brand. Our guests have been the consistent force driving our journey, fueling our commitment to innovation and excellence.”



Over the past five years, PIZZA has transformed from being a company with a single Shakey’s brand into a diversified business with a multi-brand portfolio. The group began with the acquisition of Peri-Peri Charcoal Chicken and Sauce Bar in 2019. This was closely followed by the acquisition of the master franchise for the Singaporean

milk tea Brand, R&B Milk Tea, in 2020 amidst the pandemic, as well as subsequent re-launch of Project Pie, an artisan pizza concept, in 2021. The year after, the Company acquired Potato Corner, the undisputed leader in kiosk-based fries chain in the Philippines.

"The impetus to grow and evolve was spurred by our desire to 'wow' more guests. Through thick and thin, our guests have shown us unwavering support. We are deeply grateful for their loyalty, and this is our way of giving back. As we focus on accelerated, sustainable, and profitable growth, we are confident in the exciting times that lie ahead for PIZZA and our valued guests," adds Gregorio.