



March 20, 2025

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 – 50 YEARS OF GROWTH, EVOLUTION, AND PIZZA**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled, "50 Years of Growth, Evolution, And Pizza".

Very Truly Yours,

Jenifer Mae San Juan - Tecson
Investor Relations Manager



50 YEARS OF GROWTH, EVOLUTION, AND PIZZA



The 15th of March 2025 marked the golden anniversary of Shakey's in the Philippines. Hailing from the United States, the brand landed on Philippine shores in 1975, becoming the first ever chain pizza parlor in the country.

Currently, Shakey's is managed and owned by **Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA | SPAVI)**, one of the leading food service groups in the country with a portfolio of brands across casual restaurants and food kiosks. Under the helm of SPAVI President and Chief Executive Officer, Vic Gregorio, the brand has evolved over the years, delivering double-digit growth year-on-year – a growth streak interrupted only by a global pandemic.

Today, Shakey's serves as the cornerstone of the Group's portfolio, the core legacy brand that leads innovation and technological development in the group, while concurrently posting significant opportunities for growth and expansion, especially in the Philippines.

Gregorio shares his thoughts on Shakey's evolution.

"As a brand, Shakey's defined what pizza parlors are all about – fun, family, pizza. While it had its hey days in the 80s where it came to be known for live music and late-night crowds, it is and will always be a place where guests can get delicious pizza, enjoy good company with family and friends, and experience great service."

Apart from remarkable dine in experiences, the brand has also built a strong off-premise business with 'Shakey's Delivery using an omnichannel approach. SPAVI is one of the pioneers in online delivery, which includes the launch of its very own Shakey's Delivery app – one of the highest rated food delivery apps in the country that has garnered over 2.25 million downloads. It's also the only restaurant with a 31-minute delivery guarantee in Metro Manila and an "if it's late, it's free" guarantee nationwide.



According to Gregorio, Shakey's dine in and off-premise capabilities allows the brand to serve customers better, increases its reach, and keeps the brand resilient amidst varying market conditions. Investments in customer relationship management (CRM), especially through its loyalty program Shakey's Supercard, effectively enhances guest experiences. To date, Supercard has over 2 million active users in the Philippines.



“As a business, Shakey’s has evolved at a whole new level. From a privately-owned single-brand entity, our company is now a publicly-listed corporation, home to a multi-brand portfolio with Potato Corner, Peri-Peri Charcoal Chicken, R&B Milk Tea, and Project Pie,” Gregorio added.

SPAVI had its initial public offering in 2016, kickstarting a brand refresh and, subsequently, the acquisition of new food concepts, transforming the portfolio. From a store footprint of 177 units during the IPO, the group has expanded to over 2,500 stores in 2024, with Shakey’s nearing the 300-store mark. Approximately a fifth of the network is in international shores. In a span of five years post the pandemic, our organization has become a geographically diversified portfolio of brands, and we have Shakey’s as our strong base to thank for this,” Gregorio added.

Many of SPAVI’s people initiatives are often pioneered through Shakey’s. Among these are Project Near and Ready (Project Nerdy) and its inclusive hiring programs.

Near and Ready is a program whereby Shakey’s ensured that its people live within 30 minutes from their place of work, a paradigm shift in the restaurant industry. This promoted the health and well-being of its people, while also creating more value due to a more resilient work force. To date, more than 80% of Shakey’s store staff are benefiting from Project Nerdy. The program was also expanded to Peri-Peri and the rest of SPAVI’s brands.



It was also Shakey’s who set the ball rolling for Love ‘Em Down, a partnership with the Down Syndrome Association of the Philippines, providing individuals with Down Syndrome with learning opportunities and an avenue to become more embedded within the community. The brand also partnered with the local government of Manila and Paranaque, opening its doors to seniors and PWDs and helping them to earn and contribute to society through meaningful work. These efforts were eventually adopted by other SPAVI brands.

“It is both inspiring and humbling to be the stewards of Shakey’s. It’s not just a brand for us but an entire platform that serves as the foundation upon which our company is built. We look forward to taking this brand to greater heights, reaching more guests as we build more stores across the country, and creating more jobs as we grow. As we celebrate 50 years of Shakey’s, we remain committed to honoring its legacy while shaping its future — one slice, one store, and one community at a time,” said Gregorio.



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