



January 11, 2018

**PHILIPPINE STOCK EXCHANGE, INC.**

3<sup>rd</sup> Floor Tower One and Exchange Plaza  
Ayala Triangle, Ayala Avenue,  
Makati City, Philippines

Attention: **MR. JOSE VALERIANO B. ZUÑO III**  
Officer-in-Charge, Disclosure Department

RE: **Press Release – Shakey’s Opens 24 New Stores in 2017; Plans to Open Another 20 This Year**

Please be informed that Shakey’s Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled “**Shakey’s Opens 24 New Stores in 2017; Plans to Open Another 20 This Year**”.

Very truly yours,

GIOVANNA M. VERA  
Head – Investor Relations



## **Shakey's opens 24 new stores in 2017; Plans to open another 20 this year**

The Philippines' leading chained full-service restaurant, Shakey's Pizza Asia Ventures Inc. (PSE : PIZZA), ended the year opening 24 new stores in 2017, ahead of its earlier target of 20.

It plans to open another 20 net new stores in 2018, which will bring its total Philippine store network to 228 at the end of this year.

Mr. Vicente Gregorio, President of PIZZA, said, "It has been a banner year for Shakey's - our maiden year as a publicly listed company – as this is the fastest we've grown in terms of store network. We have a strong belief in our brand and our strategy, and are keeping pace with the accelerating growth of our economy."

"We will continue to take advantage of the positive consumer sentiment in the Philippines and hope to open even more stores, including those outside the typical first tier cities," he added.

In 2017, Shakey's successfully opened a number of stores in provincial locations, including Iligan, Puerto Princesa, Antique, Gapan, and Palo, Leyte, following the growing urbanization trend in such areas.

The Company has also started to roll out redesigned interiors for its newer branches which will take the American family casual dining concept to another level.

"As the Filipino is now looking for more premium dining experiences, we are driven by our mission to consistently 'wow' them. This includes upgrading our look, launching innovative products, and emphasizing a high quality of service," said Gregorio.

Shakey's, recognized globally as the original pizza franchise, was first established in the United States in 1954 and is best known for "the pizza that started it all". In 1975, it first opened in the Philippines where it currently maintains market leadership in both the full service and pizza chain categories.

**SHAKEY'S PIZZA ASIA VENTURES, INC.**

Shakey's WOW Center, East Service Road, Paranaque, Metro Manila  
[www.shakeypizza.ph](http://www.shakeypizza.ph)



Recently it reported that recurring net income for the first nine months of 2017 grew by 15% versus the comparable period last year. System wide sales rose by 15% as well, driven by same store sales growth of 6% and an expanding local store network.

Apart from the Philippines, PIZZA also owns the perpetual rights to the Shakey's brand for the Middle East, Asia (excluding Japan and Malaysia), China, Australia, and Oceania.

#### About PIZZA:

Shakey's has been creating over 40 years of great times and great memories in the Philippines. Having started its first store in Metro Manila in 1975, Shakey's now operates nationwide with a store count of 208 stores. Shakey's is one of the leading operators of 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. Shakey's believes its superior value arises from its differentiated menu offerings, high-quality products, and a mission is to consistently provide great times and great memories to every Shakey's guest.

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