



January 4, 2021

**PHILIPPINE STOCK EXCHANGE, INC.**

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

Bonifacio Global City, Taguig City

Attention: **MS. JANET A. ENCARNACION**

Head, Disclosure Department

RE: **Press Release – Shakey's Pizza Set to Open in Singapore**

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled "Shakey's Pizza Set to Open in Singapore"

Very truly yours,

MARIA ROSARIO YBAÑEZ

Corporate Secretary



## Shakey's Pizza Set to Open in Singapore

Shakey's Pizza Asia Ventures Inc (PSE: PIZZA), the Philippines' leading chained full-service restaurant, recently signed a franchising agreement that will allow it to make inroads in its Southeast Asian neighbor, Singapore.

PIZZA will be opening its first Singapore store in Lucky Plaza mall, along iconic Orchard Road, following a seven-year deal with Singapore's Brenrich Pte. Ltd.

"We are thrilled to restart our international franchise journey in Singapore, which is at the forefront of global recovery, and we are fortunate to have Brenrich as our franchisee partner in the Lion City, given their rich experience in the restaurant industry," said Vicente Gregorio, PIZZA President and CEO.

Brenrich director Wong Ban Ming said he was "very happy and excited to bring Shakey's to Singapore."

"We are certain that many locals, and especially the overseas Filipinos, miss Shakey's, and this will bring back a sense of nostalgia," he said.

Wong is also managing director of Asian Foodmall and franchisee of Tapa King Singapore.

Gregorio said, "While the Covid-19 pandemic is presenting challenges to food companies like Shakey's, it is also "serving as an impetus to turn a crisis into an opportunity."

Shakey's Lucky Plaza restaurant is set to open late in the second quarter or early in the third quarter of 2021.

It will offer Shakey's entire menu, including its thin crust pizzas and iconic chicken and mojos, although some items will be tweaked to comply with halal standards in consideration of Singapore's large Muslim population.

Jose Arnold Alvero, PIZZA Vice President for international operations and franchising, said, "The primary target market initially will be Filipinos living in the city-state. But the Lucky Plaza outlet is also seen to attract Singaporeans, as it is located along a busy business district."

"We have no doubt that Singapore's discerning guests will be WOW-ed with what Shakey's brings to the table in terms of building the brand, people, and the store," added Alvero.

Shakey's currently has three stores outside the Philippines.



It opened its first store in the Philippines in 1975 and now has 242 stores across the Philippines.

In the Philippines, the Company has been investing, over the last few months, in a number of innovations including Park & Order, al-fresco dining, co-branded locations, ghost kitchens, and delivery hubs.

More recently, the Company has piloted a 31 Minute Delivery, If It's Late, It's Free guarantee in select areas in Metro Manila, further solidifying its already strong equity in delivery.

Gregorio said, "With the worst of this crisis hopefully now behind us, we are setting our medium and long-term priorities, establishing plans to win in a post-COVID world by building a stronger and better Shakey's. This includes strengthening our presence in our primary market, the Philippines, but also opportunistically expanding into other key international locations through strong partnerships with experienced and guest-centric operating partners."

About PIZZA:

Shakey's has been creating over 40 years of great times and great memories. 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 to consistently provide great times and great memories to every Shakey's guest. Peri 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. Over the last few years, the business has demonstrated consistent profitability, brand strength, and robust growth in both system wide sales and store count.



PIZZA Investor Relations  
investorrelations@shakeys.biz  
+(632) 633 8555