



September 28, 2021

PHILIPPINE STOCK EXCHANGE, INC.

PSE Tower, 28th Street cor. 5th Avenue

Bonifacio Global City, Taguig City

Attention: **MS. JANET A. ENCARNACION**
Head, Disclosure Department

RE: **PRESS RELEASE – SHAKEY’S PIZZA BOOSTS OFF-PREMISE DELIVERY CAPABILITIES WITH NEW SHAKEY’S SUPER APP**

Please be informed that Shakey’s Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled “Shakey’s Pizza boosts off-premise delivery capabilities with new Shakey’s Super App.”

Very Truly Yours,

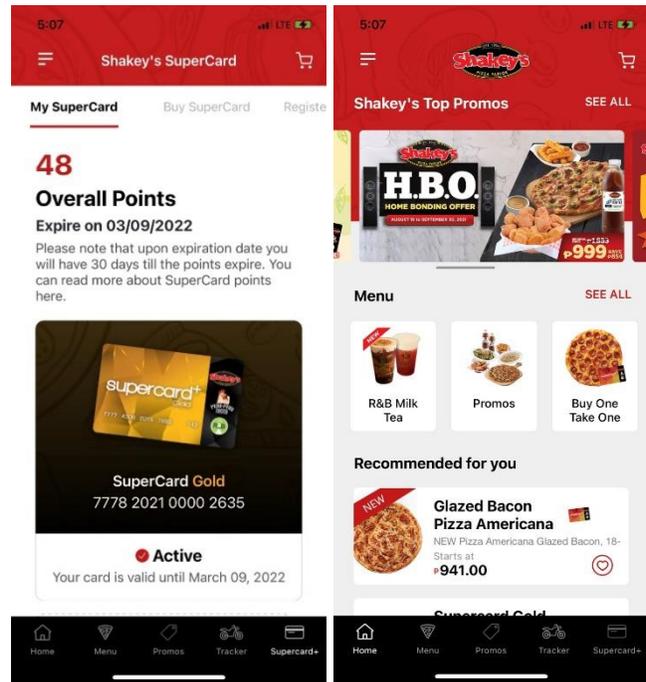
Jenifer Mae San Juan - Tecson
Investor Relations Manager



SHAKEY'S PIZZA BOOSTS OFF-PREMISE DELIVERY CAPABILITIES WITH NEW SHAKEY'S SUPER APP

Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA), one of the leading full-service restaurant chains in the Philippines, launches a new and improved delivery app, the Shakey's Super App.

Through the new app, PIZZA aims to double down on its off-premise capabilities and enhance the overall delivery experience for its valued guests. The Super App comes with exclusive promos and new features such as the Order Tracker, where app users can track their purchase in real time, providing extra assurance that their orders will be delivered on the dot. PIZZA is known in the industry for its "If it's late, it's free" delivery program.



The Shakey's Super App allows guests to link and manage their SuperCard digitally as well. PIZZA is home to one of the country's largest loyalty programs, the Shakey's SuperCard, which has more than 1 million active members. Guests can now conveniently purchase and manage their Supercard accounts through the app to unlock all SuperCard benefits.

Vicente Gregorio, PIZZA's President and Chief Executive officer said, "We are thrilled to launch the new and improved Shakey's Super App. Shakey's has long been investing in its delivery and digital platforms way before this pandemic started. Continuous improvements are being done to maximize these platforms, especially during these times. We believe that the confluence of our Company's digital capabilities and guest-centric ethos can create a fast, convenient, and superior delivery experience for our guests."

PIZZA's agile pivot to digital and off-premise also allows the Company to be more resilient and responsive in times of crisis. Investments in technology to enhance process flows and systems



significantly improved its store matching ability, proving critical in times of varying quarantine restrictions due to the ongoing pandemic.

“It is important for us to build crisis-ready stores. Part and parcel of this is done by leveraging technology and creating efficient systems. The other half is realized by mobilizing our people,” Gregorio continued.

In 2020, PIZZA rolled out an initiative called ‘Project Nerdy: Near and Ready’, a program aimed at reducing employees’ travel time by reassigning them to store outlets nearer to their homes on a voluntary basis. Through this program, PIZZA effectively mitigates disruptions in store operations arising from employee transit issues due to pandemic-related quarantine restrictions. As of writing, more than 80% of PIZZA’s store employees live within 30 minutes or less from their place of work.

The Shakey’s Super App can be downloaded for free via AppStore, GooglePlay, and Huawei AppGallery. The app has garnered a 4.8/5 star-rating on GooglePlay and 4.7/5 star-rating on the Appstore.

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-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) 8 633 8555