



October 25, 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 ROLLS OUTS THE FIRST AND ONLY 31-MINUTE DELIVERY GUARANTEE IN METRO MANILA; LEVERAGING INFRASTRUCTURE TO CREATE SUPERIOR DELIVERY SERVICE**

Please be informed that Shakey’s Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled “Shakey’s rolls out the first and only 31-minute delivery guarantee in Metro Manila; Leveraging infrastructure to create superior delivery service.”

Very Truly Yours,

Jenifer Mae San Juan - Tecson
Investor Relations Manager



**SHAKEY'S PIZZA ROLLS OUTS THE FIRST AND ONLY 31-MINUTE DELIVERY GUARANTEE IN METRO MANILA;
LEVERAGING INFRASTRUCTURE TO CREATE SUPERIOR DELIVERY SERVICE**



Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA), one of the Philippines' leading full-service restaurant chains, makes one of its boldest and most audacious moves yet by rolling out the first and only 31-minute delivery guarantee anywhere in Metro Manila.

Vicente Gregorio, PIZZA's President and CEO, said, "The desire to provide superior service is the driving force behind this program. It is a guarantee that delivery orders will arrive in 31 minutes anywhere in Metro Manila, and if it's late, it's free. This has always been a goal at Shakey's, but it requires a well-built infrastructure to work effectively."

Over the years, PIZZA has been steadily investing in store network expansion and digitalization to improve customer service for both its dine-in and off-premise channels.

PIZZA's store network had been increasing double-digit year-on-year up until the pandemic hit. One of the Company's strategic pivots to efficiently expand its footprint and strengthen its off-premise business during this time is through small store formats. Building ghost kitchens and "DelCos", stores focused on delivery and carryout, is cost efficient and allows PIZZA to speedily reach more customers.

The Company has also been making strategic investments in its digital infrastructure – from order acceptance all the way until after-sales guest feedback resolution.



Key recent developments include the new and improved Shakey's Super App. The new app was designed to be more customer-friendly with a Rider Dispatch system that allows guests to track their purchase down to the second, from ordering to delivery. It also has an upgraded store mapping backend support to ensure that deliveries arrive on time as promised.

Gregorio added, "These infrastructure enhancements serve as a cornerstone to effectively land this initiative, but there are more puzzle pieces to this story. We needed to map out the entire consumer journey alongside our operations to find efficiencies across the board and add that 'wow' factor."

PIZZA also refreshed its call back recovery program, leveraging digital technology to enable a speedier issue resolution and efficiently execute guest recovery procedures.

Kelda Centeno, PIZZA's Delivery Business Unit and Digital Acceleration Director, said, "Each guest is given an opportunity to provide feedback across multiple channels and touchpoints. Issues and root causes are easily identified, recovery teams are dispatched, and all tickets are closed within 24 hours guaranteed. We are the only company that has this end-to-end capability."

As the country battles the pandemic, the demand for safe, convenient, and speedy food offerings through off-premise channels continues to rise. Thus, Shakey's Pizza has been accelerating its efforts to elevate its delivery channel and serve an increasing number of off-premise guests efficiently, creating more job and livelihood opportunities in the process, especially for delivery riders in the metro.

"We feel very optimistic about this in-house platform enhancement because it cuts across multiple areas where PIZZA can make a significant impact, from superior guest servicing to heightened operational efficiencies and the creation of more livelihood opportunities," Gregorio said. "We believe that this gives us a significant competitive advantage and serves as a solid backbone for PIZZA's strong recovery play."

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