



December 19, 2022

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 – POTATO CORNER CELEBRATES 30 FLAVORFUL YEARS OF ENTREPRENEURSHIP

Please be informed that Shakey's Pizza Asia Ventures Inc (PIZZA) is issuing the attached press release entitled "Potato Corner celebrates 30 flavorful years of entrepreneurship."

Very Truly Yours,

Jenifer Mae San Juan - Tecson
Investor Relations Manager



Potato Corner celebrates 30 flavorful years of entrepreneurship



Potato Corner's 30th Anniversary Celebration: From 30 to Infinity

*In 2022, **Potato Corner (PC)**, the undisputed leader in kiosk-based flavored fries in the Philippines, celebrated its 30-year anniversary. To commemorate the occasion, PC held the 2022 Franchise Convention and Thanksgiving Celebration entitled "From 30 to Infinity." The event was attended by over 400 franchisees on the 2nd of December.*



The first Potato Corner cart at SM Megamall, opened in 1992.

First founded as a small food cart in October 1992, Potato Corner has grown to become one of the largest food kiosk chains in the Philippines with over 1,100 stores domestically and more than 200 international outlets in 13 territories abroad. **In 2022, the brand was acquired by Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA)**, one of the leading casual dining restaurant chains and food service groups in the country.

Over the years, because of its strong brand, simple operations, and the asset-light nature of the business, PC has become the preferred franchise for budding entrepreneurs. Furthermore, PC has always been recognized as a top franchisor by the Philippine Franchising Association (PFA).

This year, PC celebrated its 30th Anniversary with a 2022 Franchise Convention, a whole-day event dedicated solely to its franchisees, where the PC leadership team shared their vision, strategic growth plans, and upcoming new innovations for the brand.

Christopher Po, Chairman of PIZZA, opened the event, sharing, "As entrepreneurs, we share the same growth mindset. I, personally, am very excited with our plan to aggressively grow the Potato Corner brand



and to see your business expand alongside ours. This will happen if we think 'win-win-win". We promise to listen to you and work with you so we find ways for franchisor to win and franchisee to win. And when we achieve this kind of a relationship, then the Potato Corner fans and customers also win."

As part of its mission to promote entrepreneurship, PC also launched the first franchisee loan program in partnership with Robinsons Bank, enabling speedy and convenient access to financing for small- and medium-sized enterprises. The special loan program allows for competitive rates, including a clean loan feature and flexible terms, which can be availed by both existing and new franchisees.

Vicente Gregorio, PIZZA President and CEO said, "Our franchisees are the lifeblood of Potato Corner. Through the pandemic and back, they remained resilient and are now reaping the benefits of the reopening. I am greatly honored to celebrate this momentous occasion together with them and for the Shakey's group to be of service to our franchisees, microbusinesses and small- and medium-enterprises who form the backbone of our country's economic development."

PC is shaping up to be a strong growth pillar for PIZZA, and the group is looking to further accelerate PC's expansion program both domestically and internationally. In 3Q22 alone, PC opened 71 new outlets, one of which was the first multi-branded drive-thru snack stop with R&B. It also recently opened its first independent drive-thru store along E. Rodriguez, Quezon City.



The first drive-through Potato Corner outlet located in Congressional, Quezon City opened in November 2022.

In the international scene, Potato Corner has been actively opening more doors. For the first 9 months of 2022, the flavored fries giant opened 35 new stores in Thailand, Singapore, China, and Canada to name a few. More stores are set to open this quarter.

Gregorio said, "Potato Corner has come a long way. Much respect is due to its founders, especially Mr. Jose Magsaysay, who built this company from the ground up and took it to such great heights. I am deeply grateful and humbled for the Shakey's Group to be its new custodian, and I look forward to more growth and prosperity for the brand and for our franchisees."

About PIZZA:

Shakey's Pizza has been creating over 40 years of great times and great memories. It is one of the leading 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.

Peri-Peri Charcoal Chicken and Sauce Bar 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. Since its acquisition in 2019, PIZZA has already doubled the store footprint of Peri-Peri.

PIZZA owns the master franchise of R&B Milk Tea in the Philippines. R&B Milk tea is one of the leading milk tea players in Singapore. It is available in Shakey's stores and now has two independent stores, one of which is the first drive-through milk tea store in the country.



In 2021, PIZZA relaunched Project Pie, a modern and upscale pizza concept and an artisan pizza chain known for its build-your-own pizzas.

In 2022, PIZZA acquired Potato Corner, one of the leading food kiosk brands in the Philippines renowned for its flavored fries. Potato Corner has over 1,100 stores in the Philippines and a wide store network internationally.

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