

April 2024

PSE SPOTLIGHT

FEATURING:



Shakey's Pizza Asia Ventures, Inc. is one of the leading fast casual restaurant chains and food service groups in the Philippines with a proven, scalable business model that allows market expansion and flexibility. Our "Wow Brands" include leading and emerging chains such as "Shakey's", "PeriPeri Charcoal Chicken and Sauce Bar", and "R&B Milk Tea", and "Project Pie".

Shakey's Pizza Asia Ventures, Inc.

Stock Code	PIZZA
Listing Board	Main Board
Sector – Subsector	Industrial – Food, Beverage and Tobacco
Listing Date	Dec 15, 2016
Outstanding Shares	1,683,760,178
Free Float Level	22.87%
Market Capitalization	P16,837,601,780
P/E Ratio	14.44x
Dividend Yield	1.00%

As of 12 April 2024
Source: PSE Data

[Company Profile](#)

1. What makes PIZZA an attractive investment for potential investors?

Shakey's Pizza is one of the leading food service groups in the Philippines. It has a strong portfolio of marketing leading brands with industry-leading returns, primed for long-term growth both domestically and internationally.

2. What challenges has PIZZA encountered, and what strategies were employed to overcome them effectively?

The COVID-19 pandemic was the biggest challenge for the entire restaurant industry. With prolonged quarantine measures in place and health risks, foot traffic was reduced to nil and our business suffered a loss. To turn the business around, we prioritized the health and safety of our people, built systems to ensure their safety such that we were the first to open our stores to the public. While we already had a strong delivery platform, we beefed it up further with system enhancements, a new app, and the launch of the 31-minute delivery guarantee. We made structural changes to the business and maximized our assets, pivoting into smaller store formats and building multi-branded stores.

At the same time, we kept a long-term view. We continued to open stores and took advantage of inorganic opportunities that came our way. We acquired Potato Corner, which is now proving to be a strong growth booster for the business.

During the pandemic, we learned to evolve as an organization. We came into the pandemic with a single brand and emerged as a bigger, bolder, and better company with a strong roster of brands that are primed for long-term growth.

3. What sustainability initiatives does PIZZA have in place? How do they align with your long-term goals?

As a service, people-oriented business, sustainability is essential to how we operate. We have a 3P Sustainability Framework - People, Planet, and Pizza. Under people, we have programs that aim to create a diverse and inclusive environment, creating job opportunities for seniors, PWDs, and individuals with Down Syndrome. We also have a program called Project Nerdy, ensuring that all our store staff live within 30mins from their place of work, which serves to promote their health and wellness and to create crisis-ready stores.

Under Planet, we are committed to reducing our plastic waste footprint by using biodegradable materials for most of our packaging materials. We also partner with the Plastic Credit Exchange to offset our plastic waste footprint by purchasing credits, in compliance with the Extended Producer Responsibility Act.

Lastly, under Pizza, we ensure that we have healthy menu offerings in our stores called the Good Menu, a range of plant-based offerings to promote health, wellness, and inclusivity. Through one of our brands, Potato Corner, we launched Harvest Chips, freshly made potato chips sourced from local farmers in partnership with Gawad Kalinga's Bayan Anihan.

4. How is the company doing in terms of its market position vis-à-vis its competitors in the industry? What are the key initiatives or programs being undertaken by the company to increase market share or gain an advantage over the competition?

Our core brand, Shakey's is the Philippines #1 Full-service chain restaurant and #1 full-service pizza chain restaurant. Over the years, we have maintained market leadership by investing in our brand, our stores, and our people – providing great memories to our guests with our signature dishes and exceptional service.

Potato Corner is the #1 kiosk brand in the Philippines, serving flavored fries. It is the undisputed leader and the category and its universal appeal allows the brand to cross borders, having a strong international presence in 14 key markets.

5. How is your company leveraging technology to streamline operations and/or enhance customer experiences?

Over the years, we have made significant investments in digital that allows us to capture and mine data effectively and create great experiences for our guests.

We have our own Shakey's Super Deliver App, an enhanced digital experience that serves as our own platform for off-premise. This app, alongside other investments in backend systems, is integral for us to launch our 31-min delivery guarantee, the only one in the country.

We also have the Shakey's Supercard, one of the largest loyalty programs in the country with 2.25 million active members. This allows us to create value for our guests and in turn, build loyalty and brand love.

PSE Spotlight is a short feature about listed companies that are part of PSE STAR Investor Day. The report, which offers a quick overview of a company, includes a description of its business, stock information, as well as answers to five interview questions provided by the company's management team. The interview questions typically revolve around the company's value proposition, business operations and landscape, challenges and opportunities, and strategic initiatives.

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