

WOW Brands



Building a portfolio of brands with strong equity

SHAKEY'S PIZZA ASIA VENTURES, INC. (SPAVI)

OUR VISION

To be the preferred and dominant casual dining & food service player in the Philippines and internationally with a portfolio of **WOW! Brands** with strong equity and industry-leading margins



The #1 full-service pizza chain with over 67% market share in the Philippines



The undisputed leader in the kiosk-based fries chain segment in the Philippines



An emerging fast casual and full-service restaurant chain in the Philippines



Master franchise for one of the leading milk tea and bubble tea players in Singapore



An artisan pizza concept widely known for its build-your-own pizzas

SPAVI has 50 years of brand legacy and still growing

1954

First
**Shakey's
Pizza Parlor**
opened in
Sacramento,
California

1987

The Prieto family
became the
master franchisor
of Shakey's in the
Philippines

2003

Shakey's
positioned as an
American fast
casual dining
restaurant for
families

2016

Century Pacific
Group (CPG) and
Arran (GIC)
acquired control
and tool the
Company public

2020

SPAVI became the
master franchisee
of Singapore milk
tea brand **R&B** in
the Philippines

1975

First store opened
in the Philippines

1999

The Prieto family
acquired the
Shakey's
trademark for the
Philippines in
perpetuity

2014

The Prieto family
acquired Shakey's
trademark for Middle
East, Oceania, and
Asia (ex Japan,
Malaysia)
in perpetuity

2019

SPAVI acquired
**Peri-Peri
Charcoal
Chicken and
Sauce Bar**

2021

SPAVI re-
launched
Project Pie
and
announced
acquisition of
**Potato
Corner**



In early 2022, we added Potato Corner to our portfolio

A WOW! Brand with great potential



ICONIC BRAND

with strong equity among both consumers and franchisees



SCALABLE BUSINESS MODEL

asset-light, with attractive unit economics supported by industry-leading margins



VAST GLOBAL FOOTPRINT

with an opportunity to deepen its presence in key markets

The undisputed leader in the chained kiosk-based fries segment

- Homegrown brand with **33 years** in the food retail business of **selling flavored fries**
- Consistent **top 3 player*** in the chained street stalls/kiosks industry for the past five years; the **top-of-mind franchise** for micro and small entrepreneurs



OUR STORY

For 32 years, **POTATO CORNER** has been serving the world's first and original **flavored French fries** to kids and kids-at-heart.

We are known for our **mouthwatering flavored French fries**, prepared fresh, fried to order, seasoned with passionately formulated proprietary flavors, and served hot and crispy all the time.

While Potato Corner is flexible to localize its flavors, its **core flavors – Cheese, Barbecue, Sour Cream and Onion, and Chili Barbecue** – are mainstays in every store.



OUR STORY

POTATO CORNER started in **1992** with a humble cart that opened in the then-biggest shopping mall in the Philippines.

The concept of flavored French fries was brought to life by a group of young friends who wanted to have a food business in order to buy mobile phones for themselves which were expensive back then.

In **1993**, just a year after it first opened, Potato Corner started **franchising**. It explored larger store formats and grew to more than 100 stores in 5 years.

In 2003, it received the **Hall of Fame Franchise Excellence Award** for being the outstanding Filipino Franchise of the Year in the food category for 3 consecutive years.

Today, it is present not only in its home country, but also globally.



GLOBAL PRESENCE



Consistently growing over the past 33 years with

**MORE THAN
2,500+ STORES
WORLDWIDE!**

Over 2100+ stores in the Philippines



SPAVI INTERNATIONAL PRESENCE

as of December 31, 2025



+80 Net NSOs 2024



450



1

85

Company -
Owned

366

Franchised

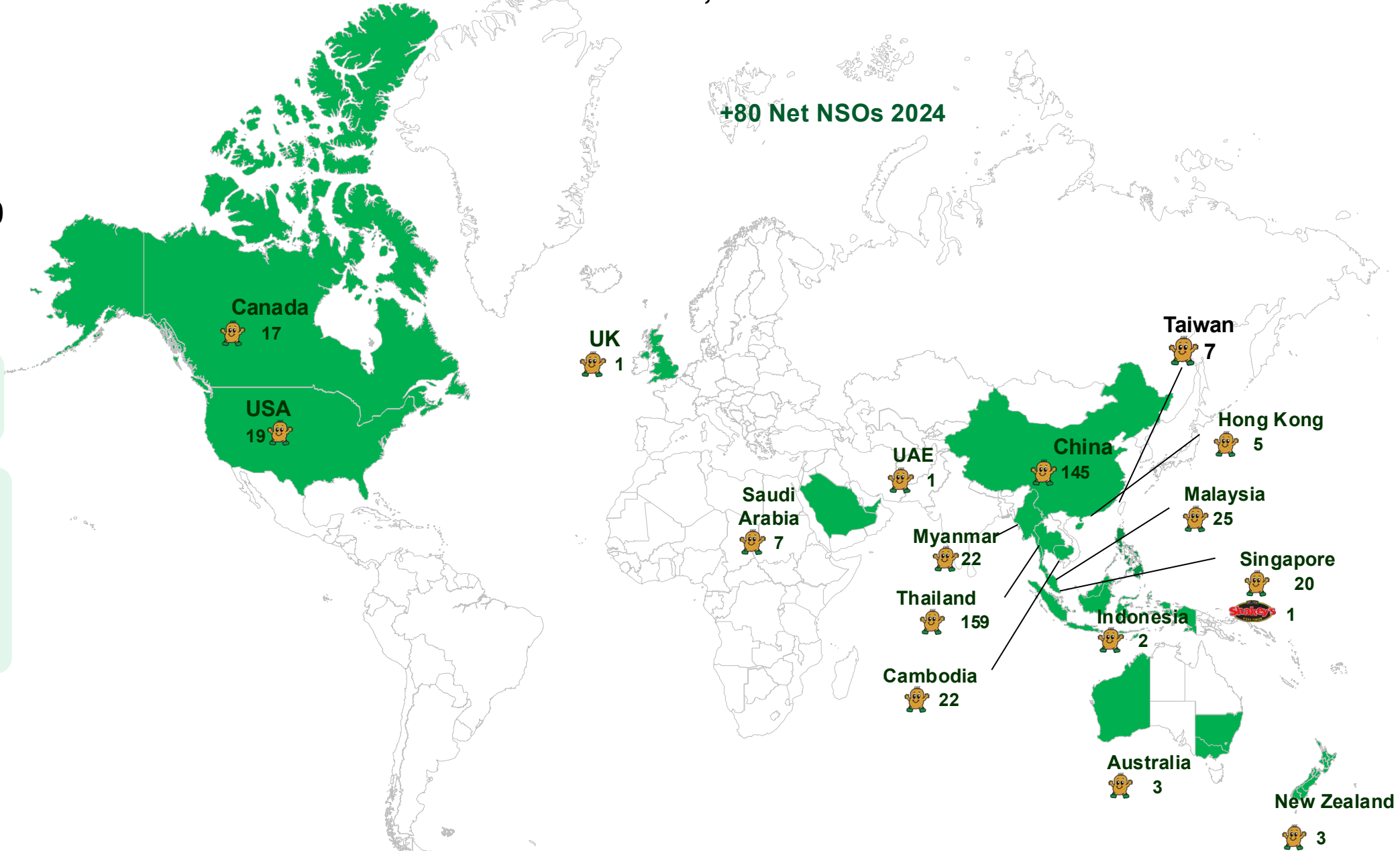
451

stores across

16

Markets

* 470 including US





BRAND STRENGTHS

- 01 UNIVERSAL APPEAL**
FLAVORED FRIES
- 02 LOW INVESTMENT;**
FLEXIBLE FORMATS
- 03 SIMPLE OPERATIONS;**
LOW COST STRUCTURE
- 04 EASY TO LOCALIZE MENU**

TARGET CONSUMERS

Experiential Snackers who crave **multi-sensory experiences** to add delight to their day-to-day

- **Primary: Young Working Adults**
- **Broad: ABC Students to Young Parents**



BRAND VALUES & PERSONALITY



Fun-loving life of the party

Not one to take itself
too seriously



Larger-than-life

Generously open,
outgoing, and full of life



Trailblazing

Always keeps things
fresh and exciting

TONE OF VOICE

youthful

inclusive

friendly

warm & engaging

creative

playful & lively

The background is a vibrant yellow with various geometric shapes scattered across it. These include solid green bars and triangles, white bars, and several squares in white, light green, and orange. Some shapes are outlined in white or green, while others are solid. The shapes are oriented in various directions, creating a dynamic and modern aesthetic.

PRODUCTS & STORE FORMATS

CORE PRODUCTS

FLAVORED FRIES Classic Flavors



Cheese



Sour Cream



Barbecue



Chili Barbecue

FLAVORED FRIES Specialty Flavors



Chili
Cheddar



Sweet
Corn



Wasabi



White
Cheddar



Ranch'o
Cheddar



Truffle

SPECIALTY FRIES



Hash Browns



Jojos



Crinkle Cut
Fries



Waffle Fries



Tater Tots



Loopys

LOCALIZED MENUS

FLAVORS

เลือกรสชาติ

ORIGINAL FLAVORS

- CHEESE 88
- BBQ 98
- SOUR CREAM ซาวครีม 108
- CHILI BBQ ซอซี ซอสบาร์บีคิว 118

SEASONAL FLAVORS

- SUPER HEAT ซุปเปอร์ฮีท 128
- SWEET CORN ข้าวโพดหวาน 138
- TRUFFLE ลิ้นจี่พิง 148

PREMIUM FLAVORS

- เลือกรสชาติพิเศษ +10

 <h3>FRENCH FRIES</h3> <p>เฟรนช์ฟรายส์</p>	 <h3>SUPER CHICKEN POP</h3> <p>ไก่ชุบแป้งทอด</p>	 <h3>พิงไก่ทอดกรอบ</h3> <p>CRISPY CHICKEN SKIN</p>	 <h3>ข้าวไก่ทอด</h3> <p>CRISPY CHICKEN</p>
<p>LARGE 49 บาท / Baht</p> <p>JUMBO 69 บาท / Baht</p> <p>MEGA 89 บาท / Baht</p> <p>GIGA 145 บาท / Baht</p> <p>TERA 185 บาท / Baht</p>	<p>LARGE 69 บาท / Baht</p> <p>JUMBO 89 บาท / Baht</p> <p>MEGA 115 บาท / Baht</p> <p>GIGA 165 บาท / Baht</p> <p>TERA 199 บาท / Baht</p>	<p>LARGE 65 บาท / Baht</p> <p>JUMBO 85 บาท / Baht</p> <p>MEGA 105 บาท / Baht</p>	<p>LARGE 79 บาท / Baht</p> <p>JUMBO 99 บาท / Baht</p>

COMBO SET

ชุดคอมโบสุดคุ้ม

<p>SUPER TERA COMBO 185 บาท / Baht</p> <p>ไก่ชุบแป้งทอด 2 สตาร์ท / SUPER CHICKEN POP MEGA / เฟรนช์ฟรายส์ 2 สตาร์ท / FRIES MEGA</p>	<p>COMBO CHICKEN POP 119 บาท / Baht</p> <p>ไก่ชุบแป้งทอด / SUPER CHICKEN POP LARGE / เฟรนช์ฟรายส์ / FRIES JUMBO</p>	<p>COMBO CHICKEN SKIN 119 บาท / Baht</p> <p>พิงไก่ทอดกรอบ / CRISPY CHICKEN SKIN LARGE / เฟรนช์ฟรายส์ / FRIES JUMBO</p>	<p>COMBO CHICKEN JOINT 119 บาท / Baht</p> <p>พิงไก่ / CHICKEN JOINT LARGE / เฟรนช์ฟรายส์ / FRIES LARGE</p>
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DRINKS

เครื่องดื่ม

เบเกอวอร์ด / LIME SODA +25 บาท / Baht

โซดาใส (22 oz) +5 บาท / Baht

เป๊ปซี่ / PEPSI +30 บาท / Baht

น้ำเปล่า / WATER +15 บาท / Baht

ซื้อครบ 100 บาท รับ E-Member ที่ www.potatocornerthailand.com

Dotato Corner

Please Select Your Favorite Flavors

เลือกรสชาติ

- CHEESE
- BBQ
- SOUR CREAM
- PIZZA
- CORNET
- SWEET CORN
- TRUFFLE
- CHILI BBQ
- SPICY TOMATO

 <h3>FRENCH FRIES</h3> <p>บั้ง</p>	 <h3>Solo Chicken Pops!</h3>	 <h3>Chicken Nugget</h3>
<p>LARGE 7,200฿ 1.75฿</p> <p>JUMBO 12,500฿ 3.04฿</p> <p>MEGA 14,000฿ 3.41฿</p> <p>GIGA 22,000฿ 5.37฿</p>	<p>LARGE 13,500฿ 3.30฿</p> <p>JUMBO 16,400฿ 4.00฿</p> <p>MEGA 20,500฿ 5.00฿</p>	<p>6 ชิ้น 12,300฿ 3.00฿</p> <p>10 ชิ้น 19,700฿ 4.80฿</p> <p>15 ชิ้น 28,300฿ 6.90฿</p>

COMBO SET

ชุดคอมโบสุดคุ้ม

<p>1 MEGA FRIES + 1 COKE 16,000฿ 3.90฿</p>	<p>1 SOLO JUMBO + 1 COKE 18,900฿ 4.60฿</p>	<p>1 Super Mega + 1 Lime Soda 23,400฿ 5.70฿</p>	<p>1 SOLO JUMBO + 1 Lime Soda 21,700฿ 5.30฿</p>
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DRINKS

เครื่องดื่ม

โซดาใส (22 oz) +5 บาท / Baht

เป๊ปซี่ / PEPSI +30 บาท / Baht

น้ำเปล่า / WATER +15 บาท / Baht

ซื้อครบ 100 บาท รับ E-Member ที่ www.potatocornerthailand.com

LOCALIZATION - FLAVORS



Shrimp Paste



Tom Yum



Grilled Squid



Cereal



LOCALIZATION - CHICKEN SNACKS



Chicken Pop!



Chicken Cheese Balls



Chicken Sausage



Chicken Skin



Corn Dog



Chicky Nuggets



LOCALIZATION - OTHER SNACKS

Fish Lava and Chips



Corn Stick



Crispy Wonton



Fish Ball



Guichai



Crispy Fish Skin



Hotdog Pretzel



Crispy Crabstick



LOCALIZATION - DESSERTS & BEVERAGES



FLEXIBLE STORE FORMATS



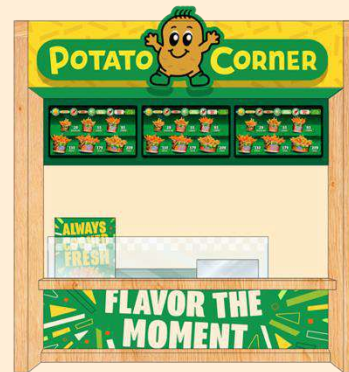
INDOOR / LOW PARTITION KIOSK
(130 - 160 SQFT)



OUTDOOR KIOSK
(85 - 107 SQFT)



CART
(45 - 65 SQFT)



IN-LINE COUNTER
(160 - 270 SQFT)



DINE IN
(270 - 390 SQFT)

MALAYSIA

FIRST STORE OPENING
Sunway Pyramid



POTATO CORNER

TAIWAN OPENING DRAWS STRONG CONSUMER RESPONSE



TAIWAN



XIMENDING

POTATO CORNER

TAIWAN



UNI-PRESIDENT DEPARTMENT STORE

TAIWAN



SHIN KONG MITSUKOSHI

POTATO CORNER

TAIWAN



YULON CITY

POTATO CORNER

TAIWAN



BIG CITY

POTATO CORNER

TAIWAN



METROWALK ZHONGLI

POTATO CORNER™

LAOS



KOKKOK MEGA MART

POTATO CORNER

LAOS



KOKKOK MEGA MART

POTATO CORNER

MALAYSIA



SUNWAY PYRAMID MALAYSIA

POTATO CORNER

MALAYSIA



SUNWAY VELOCITY MALAYSIA

POTATO CORNER

MALAYSIA



PAVILLION

POTATO CORNER

MALAYSIA



SUNWAY CARNIVAL PENANG

POTATO CORNER

THAILAND



MAYA CHANGMAI THAILAND

THAILAND



ROBINSON SURIN THAILAND

POTATO CORNER

THAILAND



CENTRAL BANGRAK THAILAND

POTATO CORNER

THAILAND



CHARN AVE THAILAND

CAMBODIA



MAKRO CAMBODIA

POTATO CORNER

MYANMAR



MAKRO MYANMAR

POTATO CORNER

MYANMAR



CITY MART THAMINE

POTATO CORNER

SINGAPORE



WOODLEIGH MALL

SINGAPORE



JURONG EAST MALL

SINGAPORE



PARKWAY PARADE

SINGAPORE



SUNTEC CITY

POTATO CORNER

CHINA



WUJIANG ROAD SHANGHAI

POTATO CORNER

CHINA



SHANGHAI METRO CITY

POTATO CORNER

CHINA



HANGZHOU XIXI YINGXIANG

POTATO CORNER

CHINA



WUHAN SHIJIACHENG

POTATO CORNER

CHINA



WENZHOU YINGXIANG

POTATO CORNER

CHINA



SHENGYANG JOYCITY

POTATO CORNER

CHINA



SHANGHAI PEOPLE'S PLACE RAFFLES

CHINA



BEIJING SHOUKAI MIXC

POTATO CORNER

STRATEGIC PARTNERSHIPS

POTATO CORNER strategically builds partnerships with **leading mall operators and prime location developers** to ensure its brand reaches the **busiest, most visible consumer hubs** in every country it enters. By prioritizing **high-foot-traffic destinations** including **bustling shopping malls, transport hubs, lifestyle centers, and entertainment districts**, the brand captures a diverse and dynamic audience.

The following highlights some of the **key locations where Potato Corner has successfully established its presence**, showcasing its commitment to **premium, high-exposure sites** that drive growth and brand visibility globally.



The background is a vibrant yellow with various geometric shapes scattered across it. There are several thick green bars of different lengths and orientations. A prominent light green triangle points to the right. There are also several white bars, some solid and some outlined. Small squares in orange, white, and light green are also present. The overall style is modern and minimalist.

FRANCHISEE SUPPORT

CENTRE OF EXCELLENCE SUPPORT



OPERATIONS

- Pre-opening & post opening territory activities
- Potato Corner Training and Onboarding Program
- Potato Corner Quality Management
- Quarterly Territory Performance and Profitability Review



MARKETING

- Annual marketing calendar
- Integrated marketing campaigns
- New product development and Innovation



RESEARCH & DEVELOPMENT

- Continuous menu architecture and optimization
- New product innovation and testing
- Flavor development



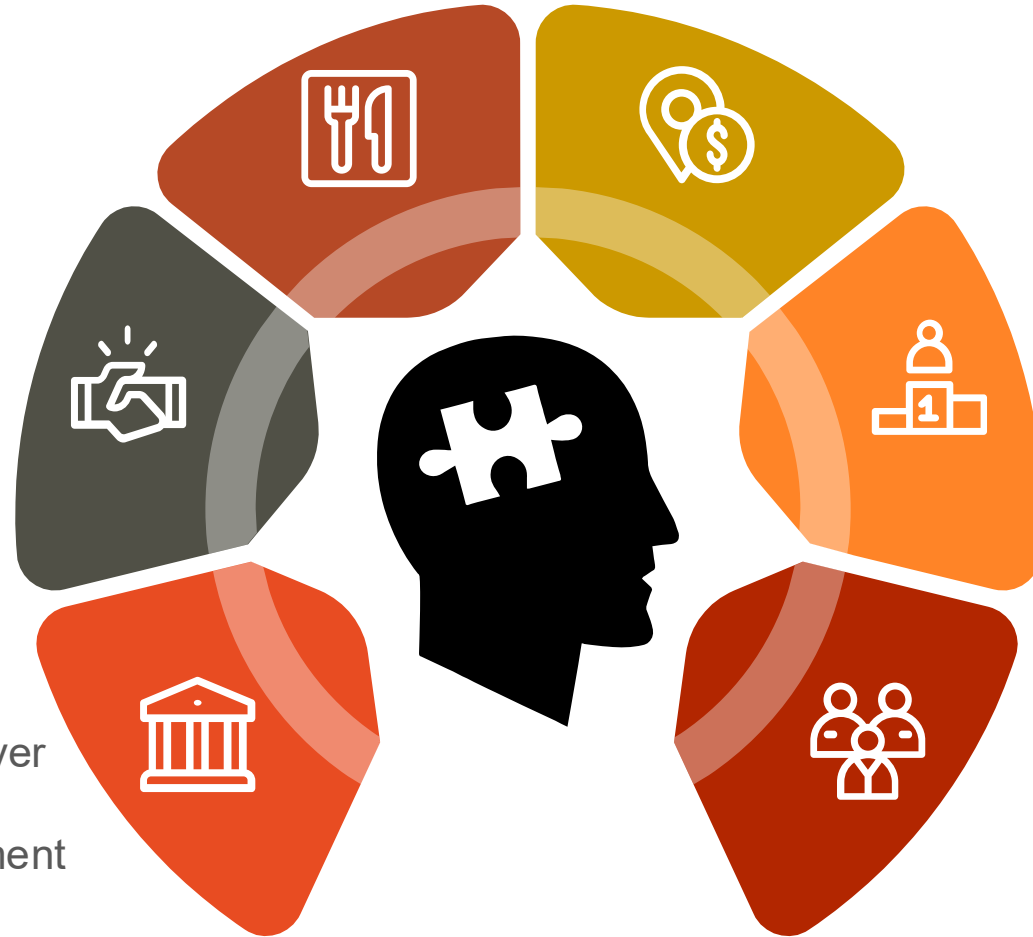
SUPPLY CHAIN MANAGEMENT

- Strategic global supplier network
- Comprehensive supplier sourcing
- Local regulatory compliance

The background is a vibrant yellow with various abstract geometric shapes scattered across it. These include solid green bars, white bars, thin black lines, small squares in white, orange, and light green, and a larger light green triangle. The shapes are oriented in various directions, creating a dynamic and modern aesthetic.

FRANCHISEE APPLICATION PROCESS

Master Franchisee Selection Criteria



01 Capability

- Experience in Restaurant Ops or retail or hospitality
- Able to deliver multi-sites expansion

02 Capital

- Sufficient funds to deliver on Years 1 & 2 Development commitment
- Backed by strong financials

03 Commitment

- Willing to sign multi-unit franchise agreement
- Willing to invest in a strong team to grow the brand

04 Culture

- Growth oriented
- Customer-centric
- Believes in the Brand
- Good fit with SPAVI WOW culture

FRANCHISE APPLICATION PROCESS

I. Introduction and Discovery

1. Submit Letter of Intent

- Applicant Background
- Area of Interest

2. Complete Franchise Forms

- Franchise Application Form
- Non-Disclosure Agreement

3. Intro Meeting

- Franchise Introduction
- Potato Corner Presentation
- Initial Assessment

II. Evaluation and Selection

4. Feasibility Study

- COGS Analysis
- P & L Analysis
- Competitor Check

5. Market Visit

- Market Assessment
- Face to face Meeting

6. Submit Required Documents

- Business Plan
- Company Registration
- Bank and Financial Statements
- Government IDs

7. Finalize and Sign

- Finalize franchise key terms
- Agree on dev't schedule
- Sign Franchise Agreement

CONTACT



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