

## PORTUGAL

## RESTAURANTS AND DELIVERY



Pizza Hut ended the year with sales of 60,4 million euros, 6.5% less than in the previous year.

Continuing its policy of investments to renew its units, it proceeded to remodel the ones at the Gaiashopping, ViaCatarina, Bom Sucesso, Maiashopping, Algarveshopping and Sintra CP centres.

Investment in expansion was also maintained. Two units opened in the new Fórum Sintra and Aqua Portimão shopping centres, while the Segunda Circular (Lisbon) and Exponor (Matosinhos) units closed; there were 99 units at year's end.

During the year we continued the "Fun and Friendly" positioning. Pizza Hut was a European pioneer for introduction of the new specialty, Crown Pizza, developing locally the entire launch campaign for TV and Internet. It later ceded the

respective rights for various European countries: Poland, Cyprus, Romania and Luxembourg.

Also standing out besides the two Crown Pizza TV waves were the Pizza Festival campaign on radio and Internet and the Hut Júnior TV campaign, both strongly promoted on the Facebook page.

Efforts to strengthen the innovation programme included a new restaurant menu with an expanded offer of Salads, Pasta and Calzones, as well as the success of the new Cookie Delight dessert special and the Tuscani Pizzas – thin and crispy in true Italian style.

Bearing in mind its position as a family restaurant, Pizza Hut launched the first kids' menu in which children can pick all their options and enjoy didactic contests with the collaboration of our partners Kidzania, Jardim Zoológico and Sea Life.