

PIZZA HUT

In line with the brand's international strategy, in 2013 Pizza Hut Portugal separated the management of its assets into two segments: restaurants and delivery.

PIZZA HUT RESTAURANT

The Pizza Hut restaurant business ended 2013 with 63 restaurants and 1086 employees.

Continuing its investment policy of redoing its network of outlets, the company remodelled the image of the Ponta Delgada in the Azores and opened a new site at the Funchal airport.

In line with the Fun and Friendly positioning, two new specialties were launched during the year: the Super Pan Pizza in March and Crown CheeseBurger in November.

Two important media campaigns were carried out, with television time for Super Pan Pizza in April and billboard and Internet advertising for Crown CheeseBurger in the last two months of 2013. Both campaigns achieved high customer recognition levels.

The drive to innovate and to provide customers with new and different experiences was further strengthened by the Rodizzio All Star campaign in the summer and Christmas holiday seasons, as well as the partnership with Zon Cinemas, in December, with the "Free Birds" children's film, and with the much applauded presence of Pizza Pooch in the parade of mascots in downtown Lisbon.

The summer months saw a new edition of the Salad Season with a wide variety of compositions and unbeatable prices, which won strong customer acceptance.

In its positioning in family restaurants, in response to

the difficult economic circumstances, in January the brand launched Pizzas Primo, five pizza combinations with a single fixed price. June was designated as Children's Month and we launched a Kids Free campaign in which children who visited the restaurants accompanied by their parents received free meals. Several new menus were created during the year: the Super 4 Menu, Super Pan Pizza Menu and CheeseBurger Menu, which allow customers to get the Super Pan Pizza and Crown CheeseBurger specialties at unbeatable prices.

In September the brand surprised its fans with a digital campaign to mark its 23rd anniversary, featuring an Anniversary Pizza for €2.3, generating strong buzz on its page and bringing in many friends.

Always actively targeting the youth market, Pizza Hut renewed its presence with a mobile service unit at the Burning of the Ribbons in Porto and at the Optimus Alive, Optimus Porto and Marés Vivas festivals.

In the internal processes area, mention should be made of continued certification to the demanding ISO 22000 standard for the Foz, NorteShopping, Dolce Vita Antas and Colombo units, which exemplify the brand team's demanding attention to food safety.

According to the "2013 Restaurant Market Study", Pizza Hut attained 95% recognition among the Portuguese population during the year, consolidating its position as Portuguese leader in the ranking of Portuguese pages in Facebook's restaurant section. In fact, Pizza Hut is the only brand in Portugal with more than 275,000 fans in Facebook.