



Pizza hut leads the ranking of portuguese pages in facebook's restaurant section.

PIZZA HUT DELIVERY

Pizza Hut's home delivery business ended the year with 601 employees and 30 outlets, which combine to guarantee service to more than 1,600,000 homes, with complete coverage of the largest population centres.

Pursuant to the ongoing overhaul of its units, Pizza Hut Delivery opened a new outlet in Lisbon with a new design to replace the restaurant in Álvares Cabral.

As part of its product sharing and innovation initiatives, the brand launched various initiatives during the year to strengthen its positioning in this respect: in March, as part of the "All in the Box" concept it began offering a combination of one medium-size pizza, one lasagne and three different starters, as an innovative and fun way of sharing a varied meal with family and friends. July saw the rollout of "Menu for Two" and in September we relaunched "4forAll", a square pizza in which each quadrant is composed of a different pizza recipe. And in November Pizza Hut once again innovated with the launch of the Crown Cheeseburger.

In a highly competitive market, Pizza Hut Delivery also brought out aggressive campaigns such as its 2x1 and

3x1 offerings, individual menus and specific events with a 1-week duration in which it offered very competitively priced medium-sized pizzas.

Pizza Hut customers can place their orders at the outlets, through our call centre or on the website. The call centre channel generates the largest volume of orders, although the new ways of ordering, such as Internet and Skype, are growing in relative importance and are now used for 14% of orders.

In the internal processes area, mention should be made of continued certification to the ISO 22000 standard for the Matosinhos unit, a shop specializing in home delivery.

