

Press Release

**Pizza Hut Unveils Its First “Hottest Pizza Challenge” in Thailand
A LIVE Spicy-Eating Competition with Zeedest Hut Samyang Hot Pizza**



Bangkok, June 4, 2021 – Pizza Hut 1150, a global pizza brand operated by PH Capital Company Limited, **unveils its first “Hottest Pizza Challenge” – a LIVE spicy-eating competition in Thailand.** Pizza Hut challenges consumers to test their spicy tolerance and speed eating with Zeedest Hut Samyang Hot Pizza. **Participants in the “Hottest Pizza Challenge” can submit their video clips today until 16 June, 2021 and have a chance to win prizes worth more than THB 100,000!**

The rules of competition are as follows:

- Firstly, order a Big Slice of Zeedest Hut Samyang Hot
- Secondly, produce a video clip showing millisecond time record when eating one whole piece of the pizza without drinking water.

- Thirdly, after complete eating the pizza, speak out the slogan: “Pizza Hut, Zeedest Hut Samyang Hot, Phed Zeed Zeed, Cheese Yerm Yerm” (พิซซ่า ฮัท ชีตเต็ดฮัท ชัมย้งฮอต เฟ็ดชีตชีต ชีสเย้มเย้ม)
- Fourthly, post the clip on their own Facebook with hashtag, #Pizzahuthotttestcontest #ชีตเต็ดฮัท ชัมย้งฮอต
- Lastly, upload the clip in comments under the competition post on Facebook: Pizza Hut (TH)

Twenty fastest-eating participants will become the winners in the first round of competition and will receive one WIKO Power U20, a smart phone with durable battery! **Only five persons of 20 winners in the first round will enter into LIVE spicy-eating competition on June 26, 2021, hosted by Mr. Thongchai Thongkathom or Pingpong, a famous entertainer. The winner of final round will get cash reward.** Everyone will be able to watch the match and join “Guessing the Winner Activity” via real-time comment posts.

Interested participate in the “Hottest Pizza Challenge” with Zeedest Hut Samyang Hot menu can find more information about rules and conditions by clicking <https://bit.ly/3bCFQYE>* or at Facebook: Pizza Hut (TH).

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About PH Capital

PH Capital is a joint-venture firm established by Thoresen Thai Agencies Public Company Limited and PM Capital, a company runs by the Mahagitsiri family that has extensive expertise and experience in management of food and beverages businesses, maintains more than four decades of partnership with Nestlé, a global brand, manages global food brands, including (without limitation) the French brands Macaron, Pierre Hermé and Maison de la Traffe, and Krispy Kreme Doughnut stores.

PH Capital Co., Ltd., entered into the Asset Sale and Purchase Agreement (“APA”) to acquire the Pizza Hut business in Thailand from Yum Restaurants International (Thailand) Co., Ltd. (“YUM”). The company has commenced the operation of Pizza Hut in Thailand from June 1, 2017 onwards.

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