



PizzaExpress Appoints Chief Business Officer and Chief Customer Officer

11 January 2021: PizzaExpress today announces the appointment of Jo Bennett as Chief Business Officer, and Shadi Halliwell as Chief Customer Officer.

Jo Bennett joins from Hilding Anders Group – the international sleep group with around 1,200 stores and sales in over 60 countries – where she was Group CFO. Before this, she was a Director of KKR Capstone, CFO of retailer Jacques Vert Group, and worked in the Operations Group of TPG Capital.

Shadi Halliwell was most recently Chief Marketing Officer of Three UK, and from 2014-2017 was Group Marketing and Creative Director of Harvey Nichols. Shadi also played a leading role in the marketing success of O2 for 15 years, most recently as Head of Brand and Marcomms.

Jo and Shadi will report to PizzaExpress CEO David Campbell, and will join MD Zoe Bowley and People Director Kate Daines on the PizzaExpress ExCo.

David Campbell said: “I am thrilled that Jo and Shadi are joining the team. Their respective track records speak for themselves, and I am sure, alongside the already strong team at PizzaExpress, they will ensure that 2021 ends up as a brilliant year for our business around the world.

“Following the significant recapitalisation of the company two months ago, and substantial further funds being committed, we are in an increasingly strong position to grow once Covid restrictions are eased.”

Jo Bennett said “As a long time fan of PizzaExpress in restaurants and supermarkets, and with a strong interest and background in international businesses, I am excited to be joining

after the company's successful recapitalisation. With a strong balance sheet, an experienced team and an appetite to understand customers and innovate, PizzaExpress is very well positioned as markets return to growth."

Shadi Halliwell said "With such an iconic brand that uniquely spans casual dining, takeaway, digital delivery and retail, this is an exciting time to be joining PizzaExpress. I'm delighted to be joining the team to build on the existing strengths and develop new opportunities as customers' needs evolve in their homes and as millions of people pour back out into our neighbourhoods, high streets and city centres."

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Notes to Editors

For further information please contact:

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A Pizza History:

- PizzaExpress has been delivering great tasting pizza and good times since its founder Peter Boizot first introduced pizza to the UK at its first ever pizzeria in London's Soho in 1965
- The brand was one of the first to adopt open kitchens showcasing the pizza expertise of its pizzaiolos, a format now seen across the country
- PizzaExpress now has over 370 restaurants in the UK and Ireland, and 89 restaurants internationally.
- Over 30 million PizzaExpress pizzas are sold in UK supermarkets every year, and the company has just launched DIY pizza kits online
- Sadly, Peter Boizot passed away in 2018 but to learn more about Peter, his vision, considerable achievements and legacy just visit: pizzaexpress.com