



Domino's Pizza® Opens First Store in Kosovo

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Pristina residents can now enjoy the Domino's delivery experience

ANN ARBOR, Mich., June 18, 2018 /PRNewswire/ -- **Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales**, is continuing its global growth momentum with the opening of its first store in Kosovo. This was accomplished through a partnership with Anatron, the master franchisee in the Balkan region, and ICSG, the local franchisee for Kosovo. A grand opening celebration is being held today at the new flagship store in Pristina with local dignitaries and Domino's executives.



"We are thrilled to bring the Domino's brand to Kosovo," said Edon Myftari, chief executive and managing partner of ICSG LLC. "We are looking forward to delivering hot, made-to-order pizza to this community, while also providing a beautiful new store for them to enjoy in person."

Domino's Pizza Kosovo is on a mission to bring the great pizza and excellent customer service of a renowned international brand to the neighborhoods of Pristina. The new pizza theater store is in the center of the city and features an inviting interior design, spacious seating and a kids' corner with space for birthday parties or school groups, as well as a front row seat to watch all of the action of pizza-making.

"Establishing ourselves in Kosovo provides an excellent opportunity for our brand to continue growing globally," said Joe Jordan, executive vice president of Domino's International. "Domino's has terrific potential to offer an unmatched pizza experience to the people of Pristina."

Domino's now operates in more than 85 markets worldwide, with more than half of its global retail sales coming from international stores.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the largest pizza company in the world based on global retail sales, with a significant business in both delivery and carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of nearly 15,000 stores in over 85 markets. Domino's had global retail sales of over \$12.2 billion in 2017, with more than \$5.9 billion in the U.S. and more than \$6.3 billion internationally. In the first quarter of 2018, Domino's had global retail sales of over \$3.1 billion, with over \$1.5 billion in the U.S. and over \$1.6 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the first quarter of 2018. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2017 from digital channels, primarily online ordering and mobile

applications. In the U.S., Domino's generates over 60% of sales via digital channels and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2017, as part of an industry-first collaboration with Ford Motor Company, Domino's began a meaningful test of delivery using self-driving vehicles.

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