



16th Annual ICR XChange Conference

January 13, 2015

Legal Stuff

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These statements may relate to future events or our future financial performance and are subject to known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to differ materially from those expressed or implied by these forward-looking statements. This presentation and our accompanying comments do not purport to identify the risks inherent in an investment in Domino’s Pizza and factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. These risks include but are not limited to those risk factors identified in Domino’s Pizza, Inc.’s Annual Report on Form 10-K for the fiscal year ended December 29, 2013, as well as other SEC reports filed by Domino’s Pizza, Inc. from time to time. Although we believe that the expectations reflected in the forward-looking statements are based upon reasonable estimates and assumptions, we cannot guarantee future results, levels of activity, performance or achievements. We caution you not to place undue reliance on forward-looking statements, which reflect our estimates and assumptions and speak only as of the date of this presentation and you should not rely on such statements as representing the views of the Company as of any subsequent date. We undertake no obligation to update the forward-looking statements to reflect subsequent events or circumstances. In light of the above, you are urged to review the disclosures contained in the Domino’s Pizza, Inc. SEC reports, including the risk factors contained therein.

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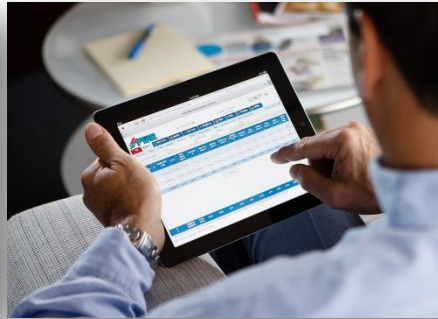
Domino's - Iconic Brand

**GLOBAL
MOMENTUM**

**RESURGENT
DOMESTIC
BUSINESS**

**INNOVATIVE
TECHNOLOGY
LEADER**

**STABLE
FRANCHISE
MODEL**



Global Momentum



Global Momentum

Enterprise of More than 11,250 Stores

54% International
Global Retail Sales

**IN OVER 75 DEVELOPED AND
EMERGING MARKETS**

6,265 STORES



46% Domestic
Global Retail Sales

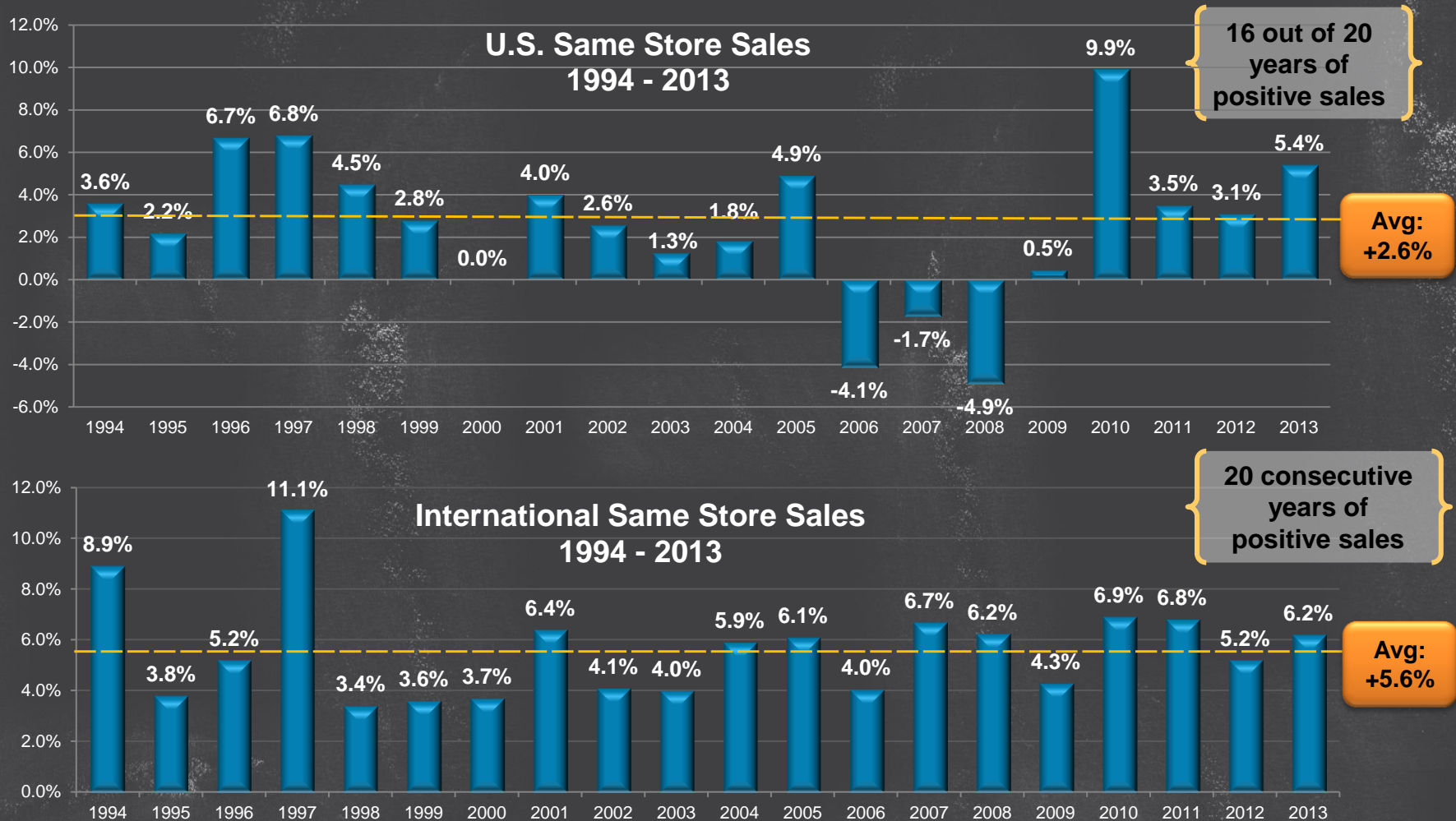
**APPROX. 950 U.S. INDEPENDENT
BUSINESS OWNERS**

5,016 STORES



Global Momentum

Same Store Sales Track Record



International sales exclude the impact of foreign currency exchange rate changes

Global Momentum

Robust International Business

- Unprecedented 20-year record of consecutive quarterly same store sales growth in QSR
- Profits driven primarily by franchise royalties
 - 91% of 2013 international operating income
- Master franchise model
- Ranks among the top publicly-traded restaurant companies by store count

Five-year international retail sales CAGR of 12%*

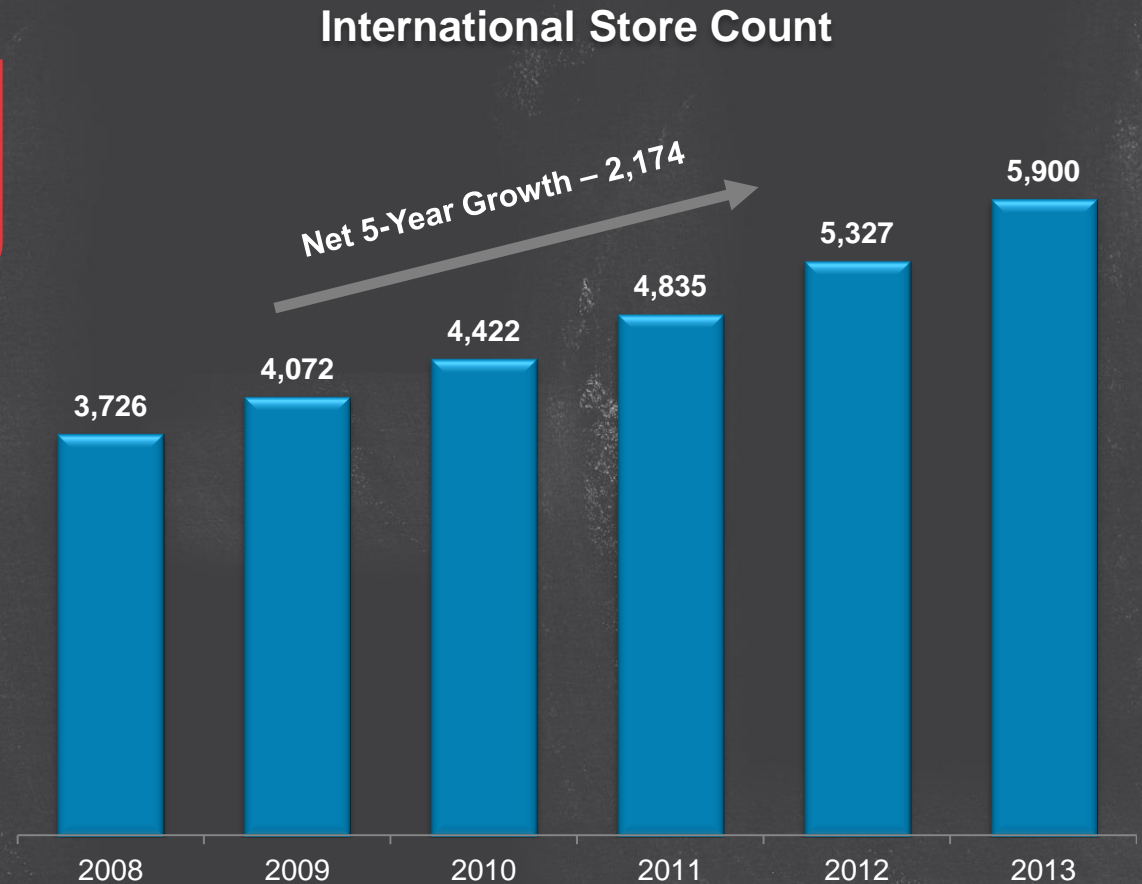


**DOMINO'S PIZZA
VIETNAM**

Global Momentum

Strong International Store Growth

OVER 95% OF WORLD'S
POPULATION IS
OUTSIDE THE U.S.



Global Momentum

Balanced Growth – Our 15 Largest Markets*

Developed Markets

Top Markets	Q3 2014 Store Count*	Potential Store Count
United Kingdom	791	1,200
Australia / New Zealand	599	900
South Korea	400	500
Canada	383	650
Japan	334	700
France	235	850
Netherlands	151	300
Taiwan	131	150
Spain	128	300
TOTAL	3,152	5,550

Emerging Markets

Top Markets	Q3 2014 Store Count*	Potential Store Count
India	781	1,300
Mexico	596	700
Turkey	398	700
Malaysia	120	300
Saudi Arabia	112	250
Brazil	100	500
TOTAL	2,107	3,750

- **#1 or #2 pizza delivery market position in top 15 markets**
- **Potential for additional 4,000 stores in top 15 markets alone**

Delivery market position and potential store count based on Domino's Pizza International and master franchisee estimates

*Based on DPZ's Q3 2014 reported store count

Global Momentum

Leading International Growth in Our Category

Among the fastest growing
American QSR chains in terms of
international store count

Store count growing faster
internationally than Pizza Hut
or Papa John's

Five-Year International Store Growth*

Domino's:	+ 2,174
Pizza Hut®:	+ 1,536
Papa John's®:	+ 597



**DOMINO'S PIZZA
THAILAND**

Global Momentum

Strong International Franchise Base

More than half of international stores owned by four public companies



Domino's Pizza Enterprises Ltd.

Australia, New Zealand, Japan, Netherlands, France, Belgium

DMP	Market Cap \$2,336M
	Store Count 1,346

Jubilant FoodWorks Ltd.

India, Sri Lanka

JUBI	Market Cap \$1,447M
	Store Count 793

Domino's Pizza Group PLC

United Kingdom, Ireland, Germany, Switzerland

DOM	Market Cap \$1,607M
	Store Count 875

Alsea SAB de CV

Mexico, Colombia, Spain

ALSEA	Market Cap \$2,935M
	Store Count 768

Resurgent Domestic Business

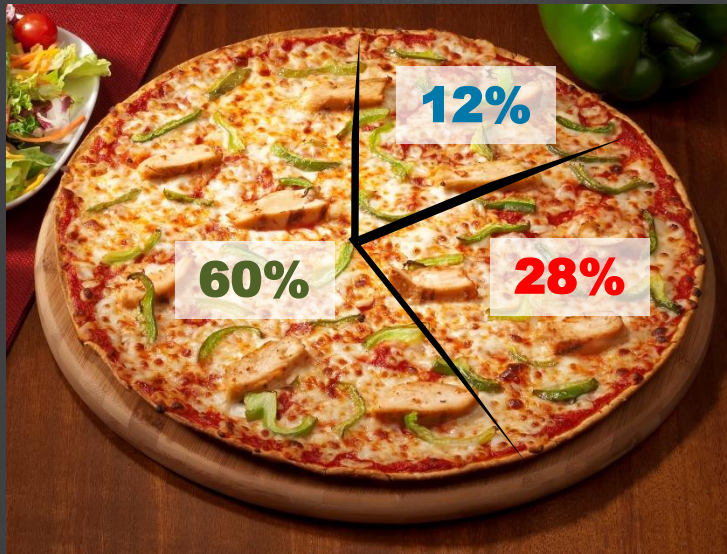


Resurgent Domestic Business

Room to Grow

Total QSR Pizza Market Share

DPZ is 2nd largest pizza chain in the U.S.

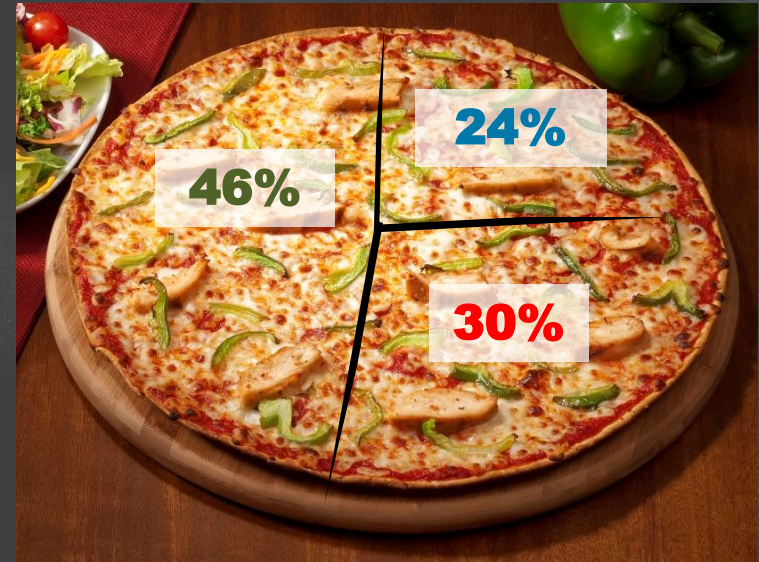


■ Domino's Pizza

■ Other Major Pizza Chains

Pizza Delivery Market Share

DPZ is largest pizza delivery chain in the U.S.



■ Small Chains and Independents

Resurgent Domestic Business

2010 Starts Brand Turnaround

- Reinvented core pizza – improved food quality on menu
- Brand news moved from limited time products to:
 - Product platforms
 - Transparency
 - Technology
 - Value
- Advertising that resonates with consumers
- Effective use of social media
- Increasing franchisee profitability
- 2009-2013 domestic retail sales* CAGR of 5.1%



Resurgent Domestic Business

Next Step – Store Reimage



**Note: Reimage standard is global, not just in the U.S.
2017 expected completion**

Resurgent Domestic Business

Domestic Supply Chain – Key Component



**16 DOUGH
MANUFACTURING AND
FOOD DISTRIBUTION
CENTERS**

**1 EQUIPMENT AND
SUPPLY FACILITY**

**1 VEGETABLE
PROCESSING CENTER,
1 THIN CRUST CENTER**

**PASS-THROUGH PRICING
AND PROFIT SHARING WITH
FRANCHISEES**

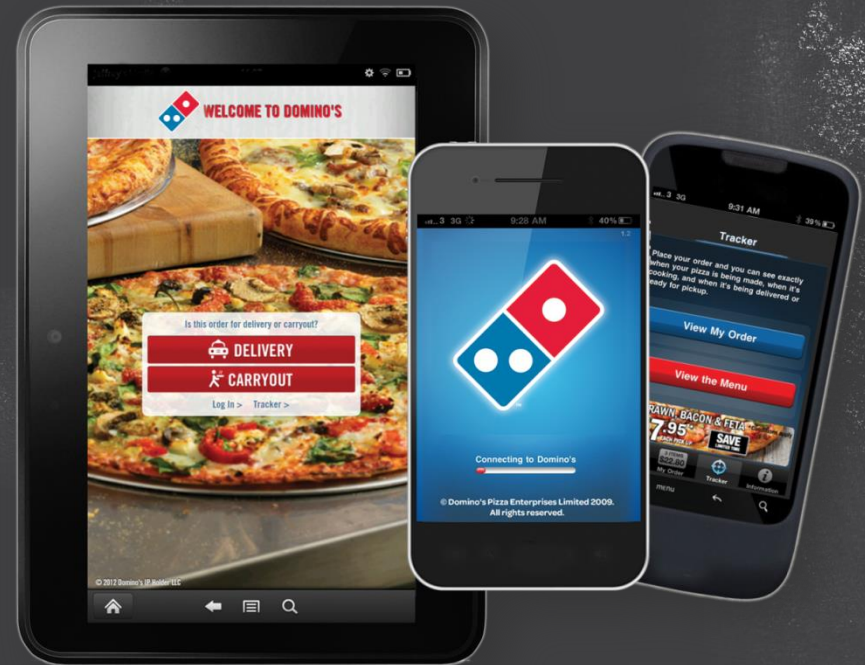
Innovative Technology Leader



Innovative Technology Leader

\$3 Billion in Global Digital Sales Annually*

- Domino's iPhone® and Android™ apps are higher rated on iTunes® and Google Play™ than Pizza Hut® and Papa John's®
- Domino's apps available for approximately 95% of smartphones
- U.S. digital orders are approximately 45% of total sales as of Q3 2014
- Sharing technology learnings globally



Innovative Technology Leader

Building Blocks for Future Advances

- All U.S. stores and over 3,300 international stores run on proprietary POS system
- Pizza Profiles provide customer-focused convenience
- Profile users can reorder their favorite orders in as few as 5 clicks or 30 seconds
- Pizza Profiles allows other advances - such as Ford SYNC® ordering system
- Now offer voice ordering for iPhone® and Android™ ordering apps



Stable Franchise Model



Stable Franchise Model

Pizza Unit Economics

- Focused and efficient operating model
 - Delivery and carryout
- Moderate cost to open / operate
 - Modest square footage
 - Makeline, oven and POS system
- Strong cash-on-cash returns
- As an example: U.S. avg. reported annual EBITDA per domestic franchise store up five years in a row, 2013 at \$82K*

DOMINO'S PIZZA
CARLSBAD, CALIFORNIA

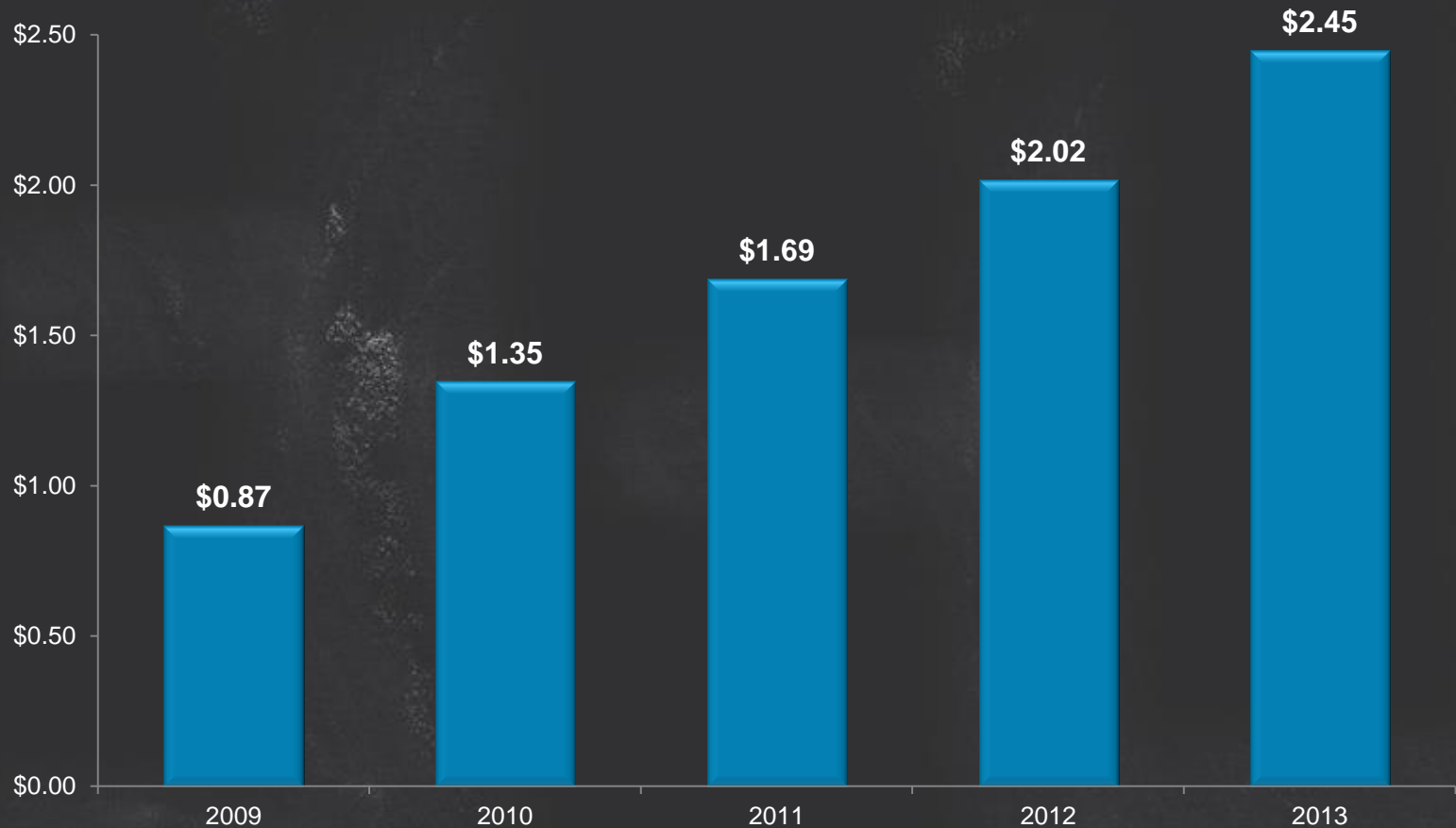


Strong Unit Economics = Better Store Growth



Stable Franchise Model

Strong EPS Growth



Certain EPS amounts are adjusted for items affecting comparability. Items adjusting reported EPS are detailed in the respective Earnings Release on Form 8-K

Stable Franchise Model

Long Range Outlook



Stable Franchise Model

Building Shareholder Value

- 97% franchised business with historically steady cash stream
- Asset-light model with modest cap-ex needs
- Model functions well with leverage
 - Generally operate in the 3-6x debt/EBITDA range
 - \$1.52 billion debt outstanding with an approx. 5.4% cash interest rate
- Have used recent free cash flow to:
 - Buy back shares (\$97 million of share repurchases in 2013)
 - Pay quarterly dividend
 - Pay two special dividends – 2007 and 2012
 - Reduce debt

**DOMINO'S PIZZA
BRAZIL**



Why Domino's?

One of the World's Top Public Restaurant Brands

**GLOBAL
MOMENTUM**

**RESURGENT
DOMESTIC
BUSINESS**

**INNOVATIVE
TECHNOLOGY
LEADER**

**STABLE
FRANCHISE
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Thank You