



Telsey Advisory Group
Conference

September 30, 2014

Legal Stuff

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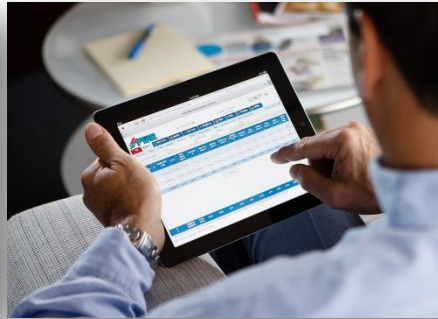
Domino's - Iconic Brand

**GLOBAL
MOMENTUM**

**RESURGENT
DOMESTIC
BUSINESS**

**INNOVATIVE
TECHNOLOGY
LEADER**

**STABLE
FRANCHISE
MODEL**



Global Momentum



Global Momentum

Enterprise of More than 11,000 Stores

55% International
Global Retail Sales

**IN OVER 70 DEVELOPED AND
EMERGING MARKETS**

6,119 STORES



45% Domestic
Global Retail Sales

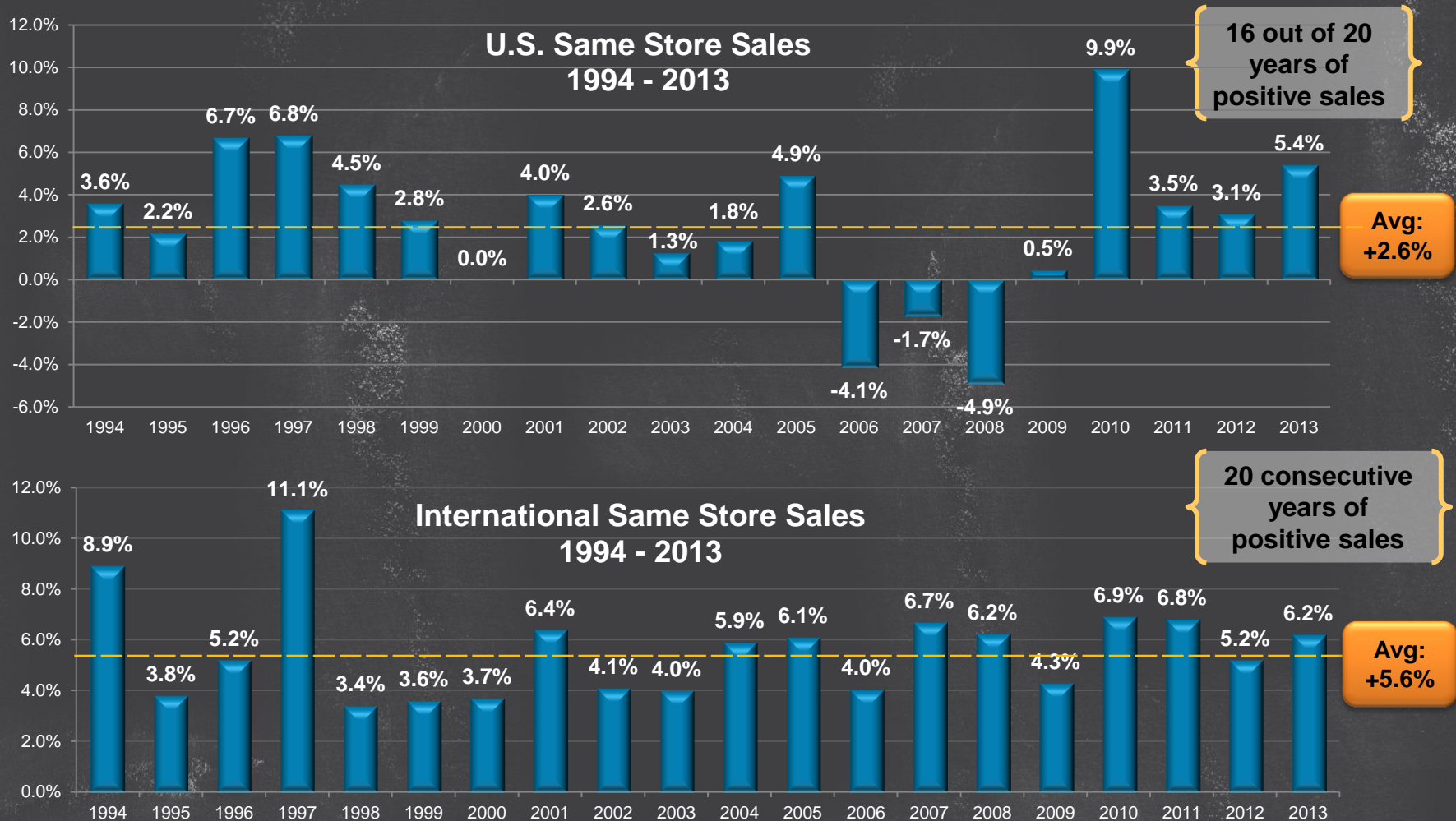
**APPROX. 950 U.S. INDEPENDENT
BUSINESS OWNERS**

5,002 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
- International store count in top five of all publicly-traded restaurant companies

5-year international retail sales CAGR of 12%*

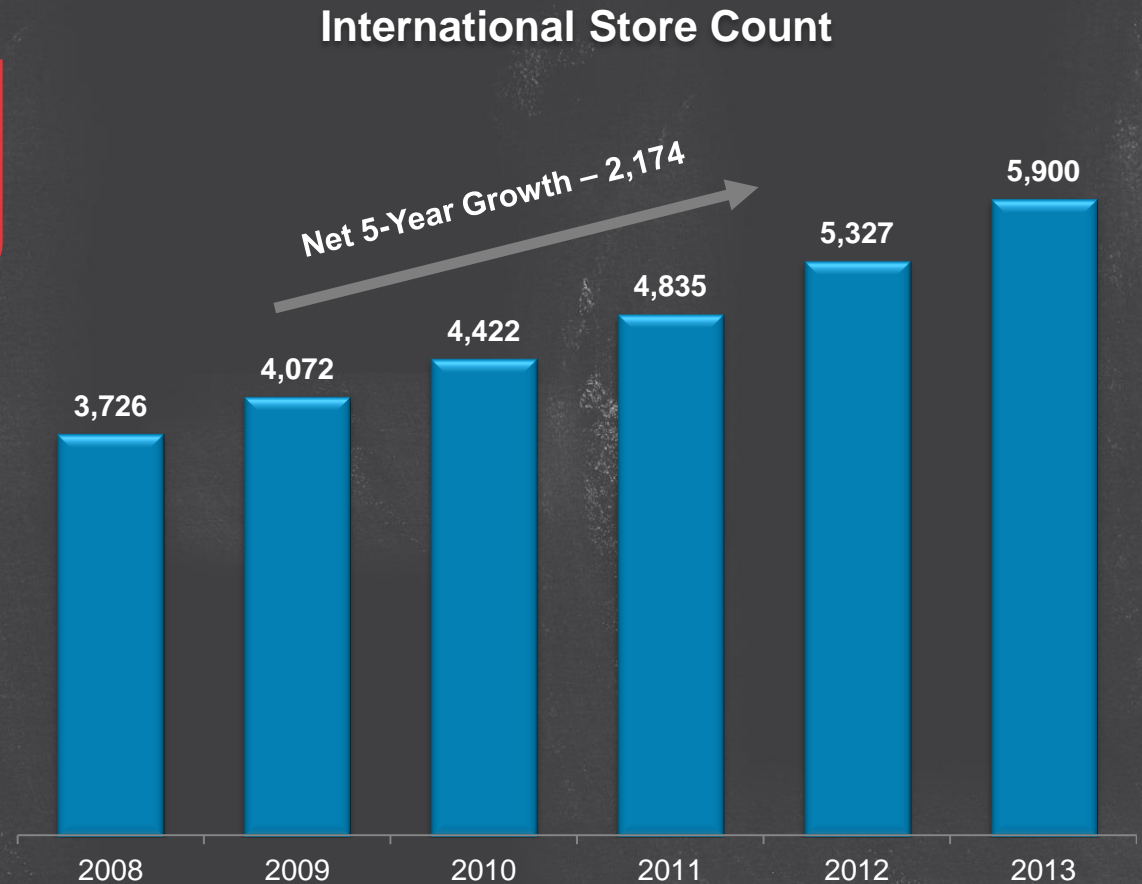


**DOMINO'S PIZZA
VIETNAM**

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	Q2 2014 Store Count*	Potential Store Count
United Kingdom	780	1,100
Australia	509	700
South Korea	392	500
Canada	381	500
Japan	314	700
France	229	850
Netherlands	147	300
Taiwan	131	150
Spain	127	450
TOTAL	3,010	5,250

Emerging Markets

Top Markets	Q2 2014 Store Count*	Potential Store Count
India	753	1,200
Mexico	594	700
Turkey	387	700
Malaysia	115	300
Saudi Arabia	110	250
Brazil	96	500
TOTAL	2,055	3,650

- **#1 or #2 pizza delivery market position in top 15 markets**
- **Potential for additional 3,800 stores in top 15 markets alone**

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

*Based on DPZ's Q2 2014 reported store count

Global Momentum

Leading International Growth in Our Category

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

Among the fastest growing American QSR chains in terms of international operations

International store growth of 2,174 stores in five years

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 \$1,823M
	Store Count 1,304

Jubilant FoodWorks Ltd.

India, Sri Lanka

JUBI	Market Cap \$1,357M
	Store Count 764

Domino's Pizza Group PLC

United Kingdom, Ireland, Germany, Switzerland

DOM	Market Cap \$1,525M
	Store Count 864

Alsea SAB de CV

Mexico, Colombia

ALSEA	Market Cap \$2,526M
	Store Count 635

Resurgent Domestic Business

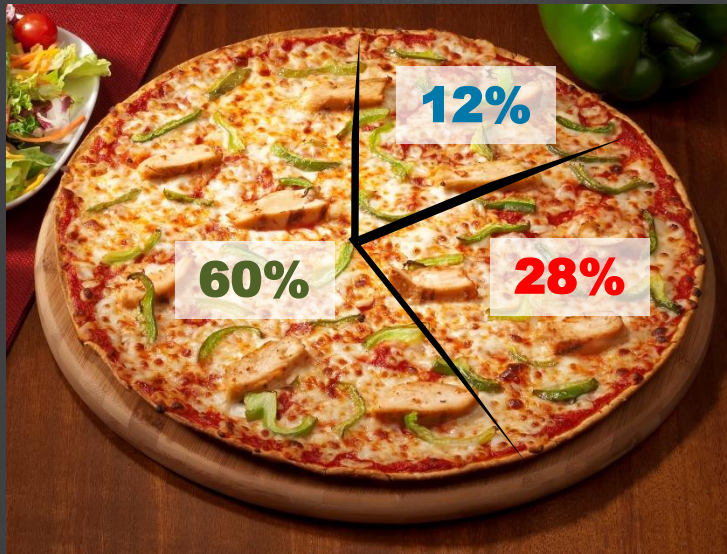


Resurgent Domestic Business

Room to Grow

Total QSR Pizza Market Share

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

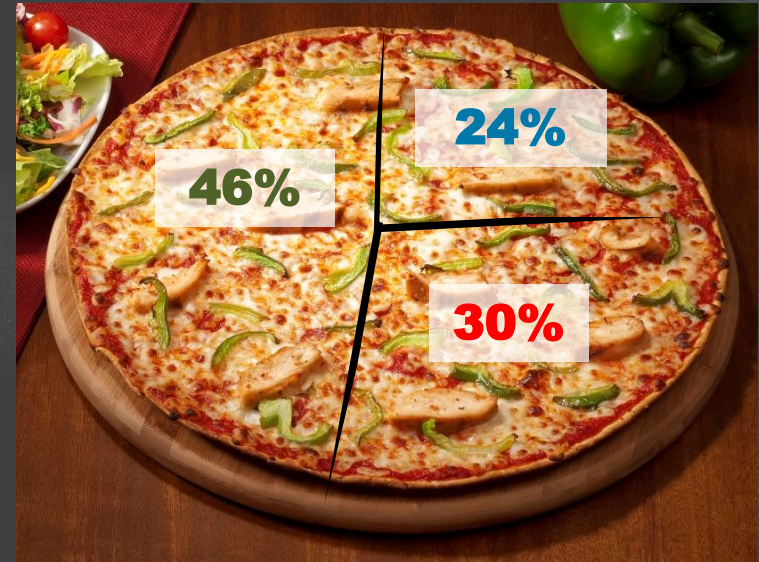


■ Domino's Pizza

■ 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:
 - Transparency
 - Product platforms
 - Technology
 - Value
- Advertising that resonates with consumers
- Engaging social media campaigns
- 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.

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**

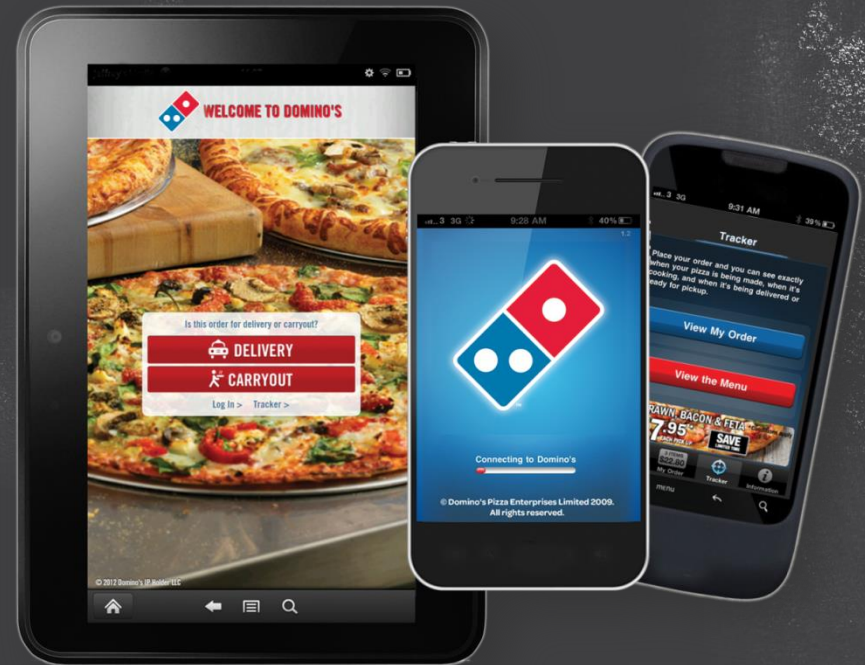
Innovative Technology Leader



Innovative Technology Leader

\$3 Billion in Global Digital Sales Annually*

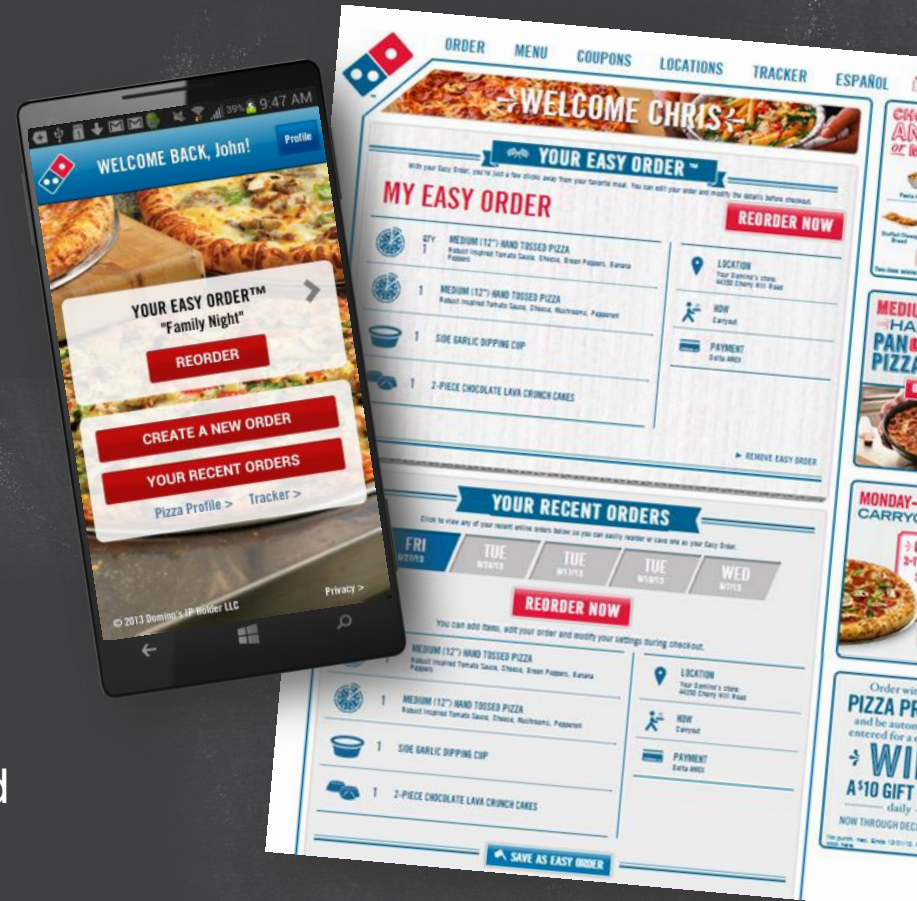
- Domino's iPhone® and Android™ apps are higher rated on iTunes® and Google Play™ than Pizza Hut and Papa John's
- Domino's apps available for approximately 95% of smartphones
- U.S. digital orders are 45% of total sales as of Q2 2014
- Sharing technology learning globally



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 a 5.3% 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
MODEL**



**KEEP
CALM
AND
ORDER
DOMINO'S**

Thank You