



Investor Presentation

February 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 28, 2014, 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**



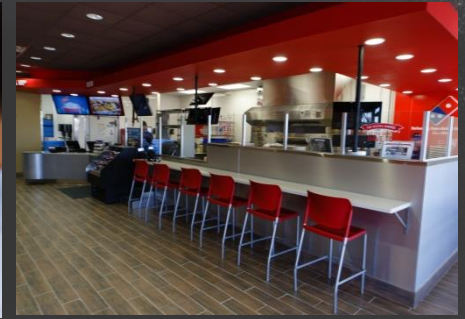
**RESURGENT
DOMESTIC
BUSINESS**



**INNOVATIVE
TECHNOLOGY
LEADER**



**STABLE
FRANCHISE
MODEL**



Global Momentum



Global Momentum

Enterprise of More than 11,600 Stores

54% International
Global Retail Sales

**IN OVER 75 DEVELOPED AND
EMERGING MARKETS**

6,562 STORES



46% Domestic
Global Retail Sales

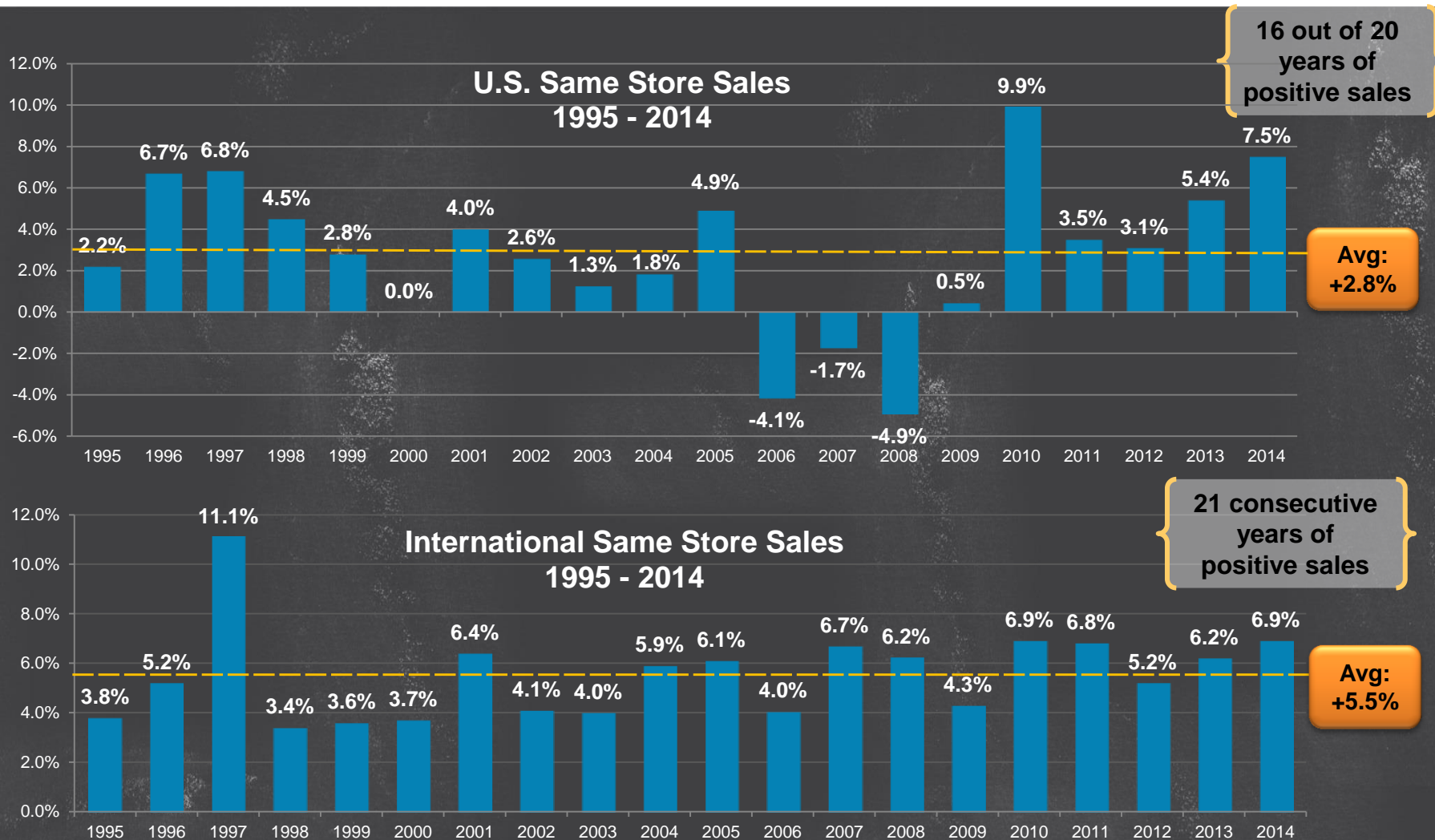
**900 U.S. INDEPENDENT
BUSINESS OWNERS**

5,067 STORES



Global Momentum

Same Store Sales Track Record



International sales exclude the impact of foreign currency exchange rate changes

Global Momentum

Robust International Growth

- Unprecedented 21-year record of consecutive quarterly same store sales growth in QSR
- Profits driven primarily by franchise royalties
- Master franchise model
- Ranks among the top publicly-traded restaurant companies by store count

Five-year international
retail sales CAGR of
14%*

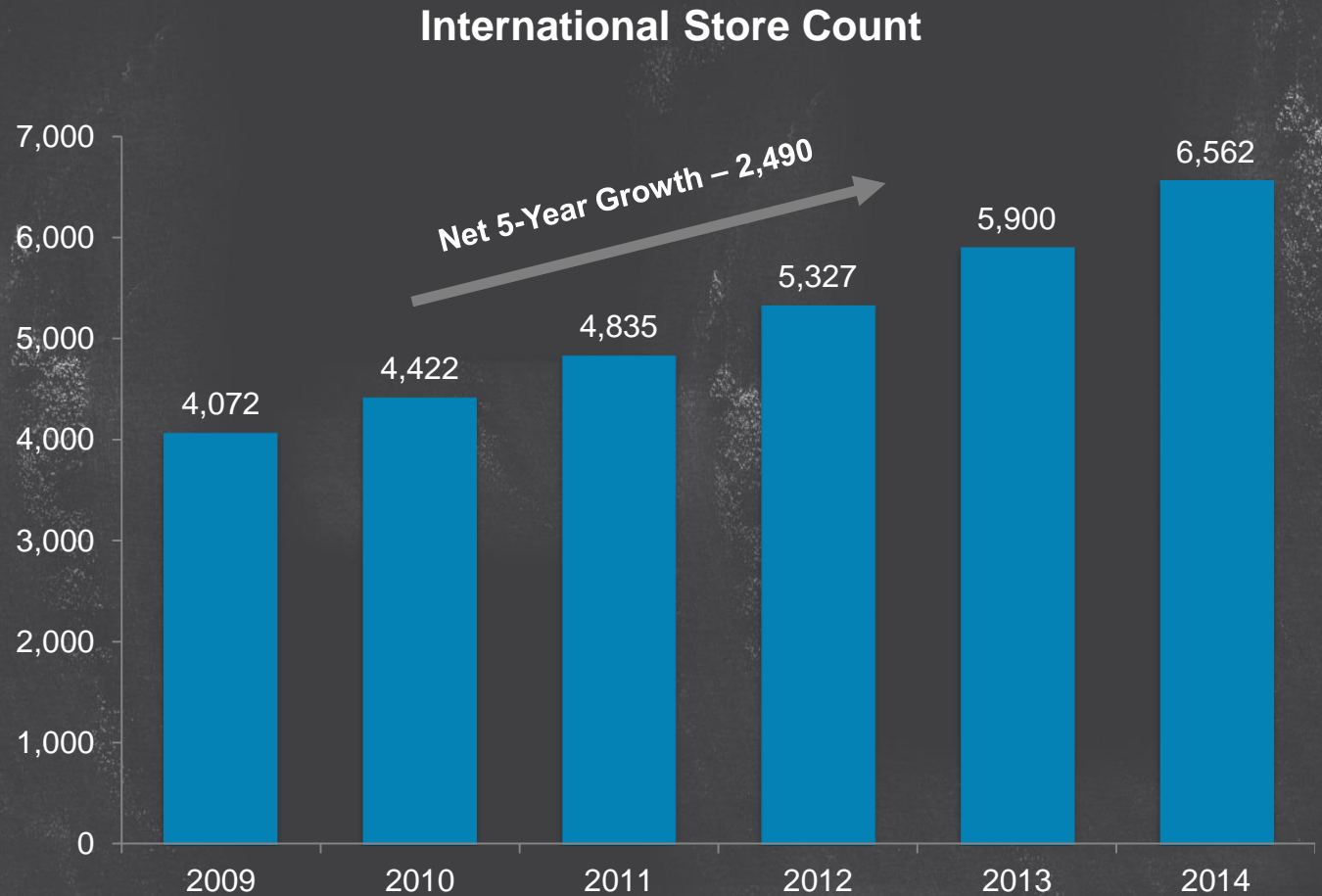


**DOMINO'S PIZZA
VIETNAM**

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	Q4 2014 Store Count*	Potential Store Count
United Kingdom	811	1,200
Australia / New Zealand	634	900
South Korea	405	500
Canada	386	650
Japan	354	700
France	239	850
Netherlands	158	300
Spain	138	300
Taiwan	131	150
TOTAL	3,256	5,550

Emerging Markets

Top Markets	Q4 2014 Store Count*	Potential Store Count
India	830	1,300
Mexico	604	700
Turkey	425	700
Saudi Arabia	141	250
Malaysia	127	300
Brazil	113	500
TOTAL	2,240	3,750

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

Global Momentum

Leading International Growth in Our Category

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

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

Five-Year International Store Growth*

Domino's:	+ 2,490
Pizza Hut®:	+ 2,037
Papa John's®**:	+ 688



**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 \$2,653M
	Store Count 1,411

Jubilant FoodWorks Ltd.

India, Sri Lanka

JUBI	Market Cap \$1,422M
	Store Count 844

Domino's Pizza Group PLC

United Kingdom, Ireland, Germany, Switzerland

DOM	Market Cap \$1,809M
	Store Count 892

Alsea SAB de CV

Mexico, Colombia, Spain

ALSEA	Market Cap \$2,320M
	Store Count 797

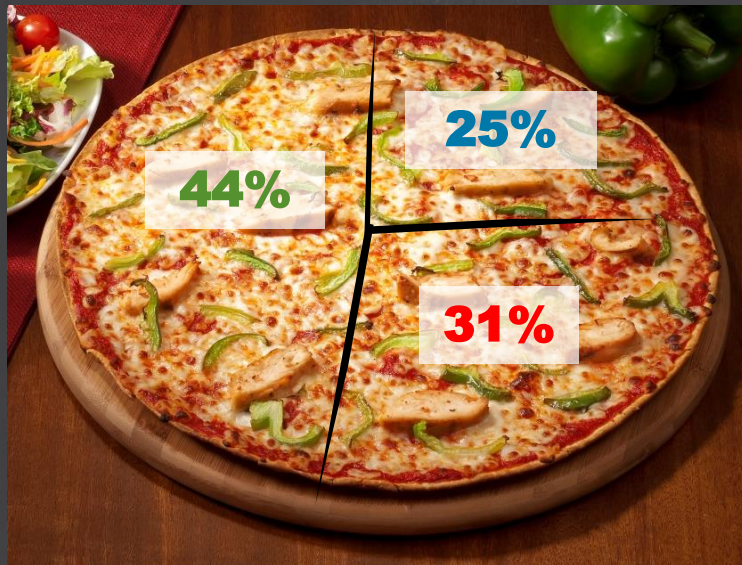
Resurgent Domestic Business



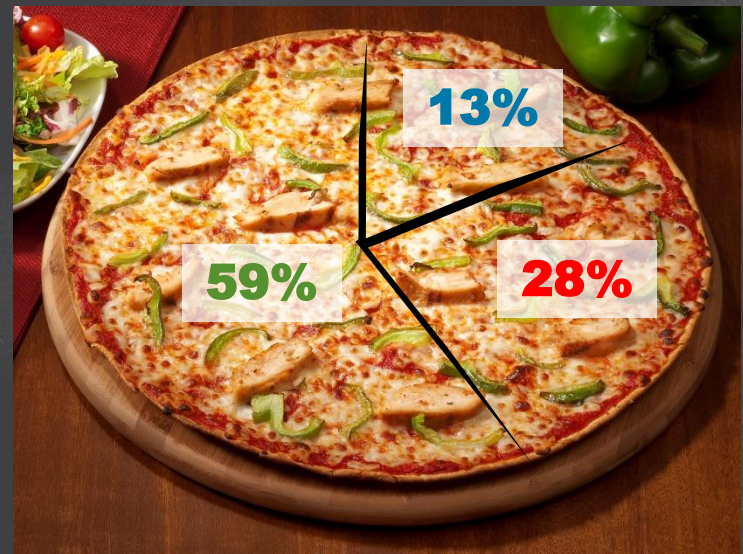
Resurgent Domestic Business

Room to Grow

Pizza Delivery Market Share



Total QSR Pizza Market Share



■ Domino's Pizza

■ Other Major Pizza Chains

■ Small Chains and Independents

Resurgent Domestic Business

2010 Starts Brand Turnaround

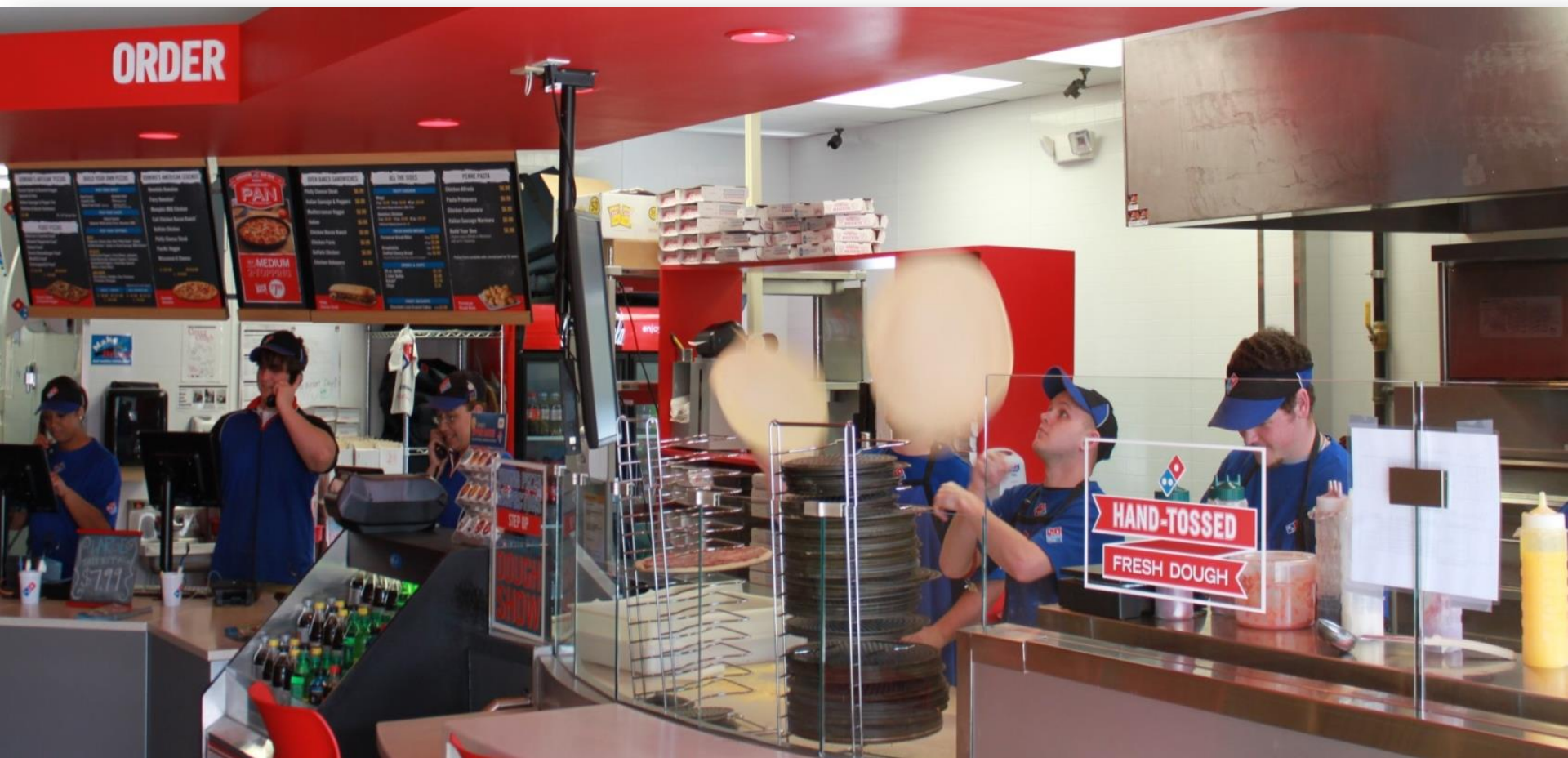
- Reinvented core pizza – improved food quality on menu
- Brand news moved from limited time products to:
 - Product platforms
 - Transparency
 - Technology
 - Value
- Marketing that continues to resonate with consumers
- Increasing franchisee profitability
- 2009-2014 domestic retail sales* CAGR of 5.9%



*Domestic retail sales is defined as total retail sales at franchise and Company-owned stores in the continental U.S.

Resurgent Domestic Business

Next Step — Store Reimage



Reimage standard is global, not just in the U.S.
Expect to be substantially complete by 2017

Resurgent Domestic Business

Global Supply Chain — Key Component



**16 DOUGH
MANUFACTURING AND
FOOD DISTRIBUTION
CENTERS**

**1 EQUIPMENT AND
SUPPLY FACILITY**

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

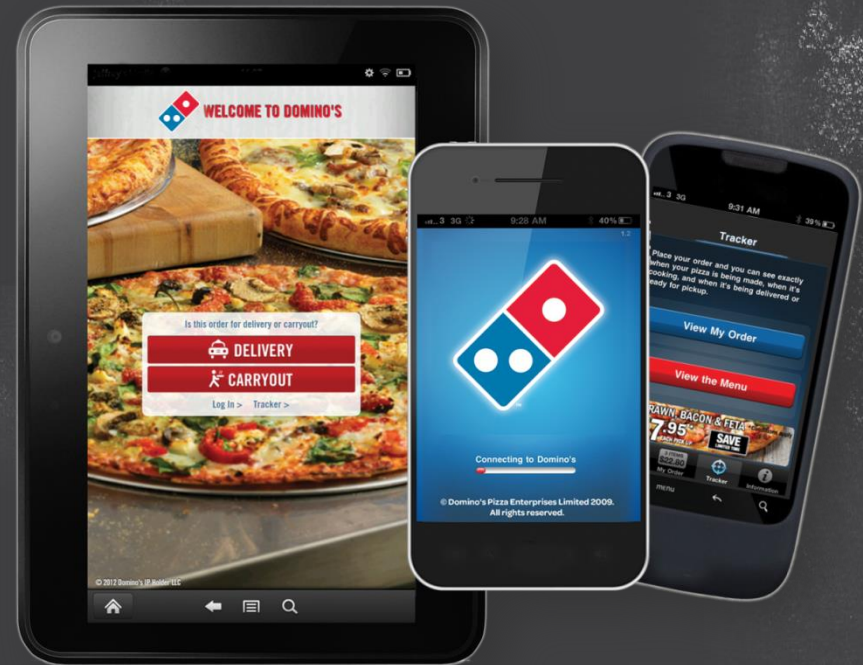
**PASS-THROUGH PRICING
AND PROFIT SHARING WITH
FRANCHISEES**

**7 DOUGH MANUFACTURING
AND FOOD DISTRIBUTION
CENTERS IN CANADA,
ALASKA AND HAWAII**

Innovative Technology Leader

Estimated Run Rate of \$4 Billion Annually in Global Digital Sales*

- 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 hit 50% of total sales at end of 2014
- Sharing technology learnings globally



Innovative Technology Leader

Building Blocks for Future Advances

- All U.S. stores and over 3,900 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

- **Cost-efficient store model**
 - Delivery and carryout
- **Moderate cost to open / operate**
 - Small square footage
 - Makeline, oven and POS system
- **Yields significant cash flow**
- **Average franchise store EBITDA in U.S. has increased six consecutive years**
 - Over \$85K in 2014*

DOMINO'S PIZZA
CARLSBAD, CALIFORNIA



Strong Unit Economics = Better Store Growth



Stable Franchise Model

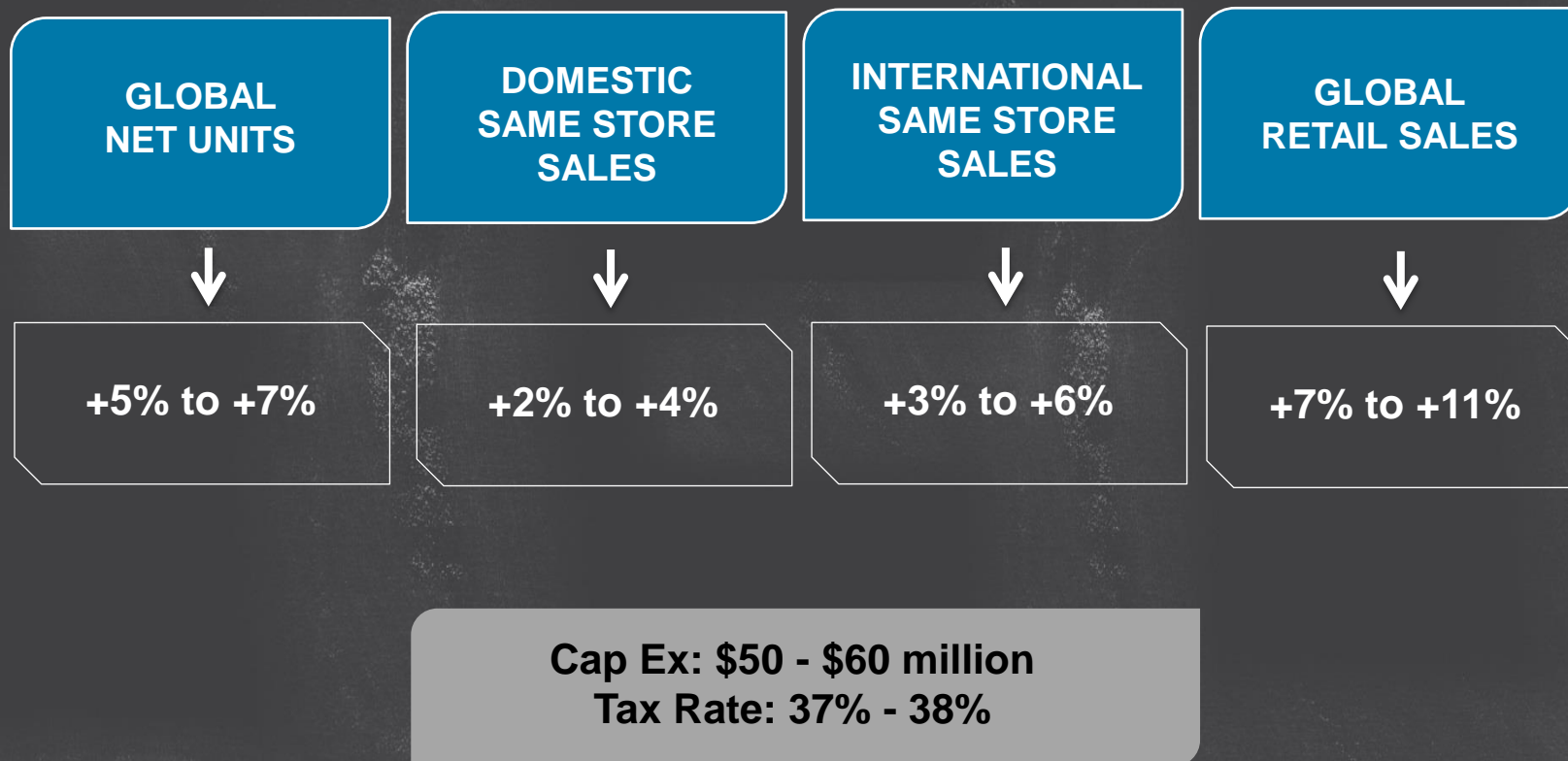
Strong EPS Growth



Certain diluted 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**
- **Cost-efficient store model with moderate capital requirements**
- **Model functions well with leverage**
 - Generally operate in the 3-6x debt/EBITDA range
 - \$1.52 billion debt outstanding with an approx. 5.3% cash interest rate
- **Have used free cash flow to:**
 - Buy back shares (\$82 million in 2014)
 - Pay quarterly dividend (\$53 million in 2014)
 - 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

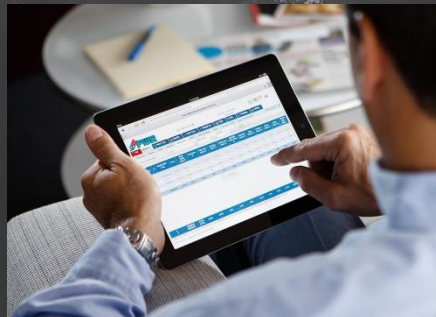
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Thank You