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**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**Current Report  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934**

**Date of report (Date of earliest event reported): January 15, 2014**

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**Domino's Pizza, Inc.**

(Exact name of registrant as specified in its charter)

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**Commission file number:  
001-32242**

**Delaware**  
(State or other jurisdiction of  
incorporation or organization)

**38-2511577**  
(I.R.S. Employer  
Identification Number)

**30 Frank Lloyd Wright Drive  
Ann Arbor, Michigan 48106**  
(Address of principal executive offices)

**(734) 930-3030**  
(Registrant's telephone number, including area code)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 7.01. Regulation FD Disclosure.**

As previously announced, Domino's Pizza, Inc. (the "Company") plans to hold the Domino's Pizza 2014 Investor Day (the "Event") on January 15, 2014. Audio of the Event will be broadcast live over the internet and archived in the Investors section at [www.dominosbiz.com](http://www.dominosbiz.com). A copy of the Company's presentation materials to be used for the conference are attached hereto and furnished as Exhibit 99.1.

**Item 9.01. Financial Statements and Exhibits**

**(d) Exhibits**

<u>Exhibit Number</u>	<u>Description</u>
99.1	Domino's Pizza, Inc. Investor Day 2014 Presentation Materials.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

DOMINO'S PIZZA, INC.  
(Registrant)

Date: January 15, 2014

/s/ Kenneth B. Rollin  
Kenneth B. Rollin  
Executive Vice President

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# Building Brand Domino's

January 15, 2014





Patrick Doyle  
President, Chief Executive Officer



# Forward Looking Statements

This presentation and our accompanying comments include "forward-looking statements."

These statements 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 30, 2012, 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.

This presentation contains trade names, trademarks and service marks of other companies. We do not intend our use or display of other parties' trade names, trademarks and service marks to imply a relationship with, or endorsement or sponsorship of, these other parties.

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# Building Brand Domino's

**Patrick Doyle** – Domino's Dominance

**Russell Weiner** – Brand Leadership

**Ritch Allison** – Global Brand Momentum

**Kevin Vasconi** – Technology Innovations

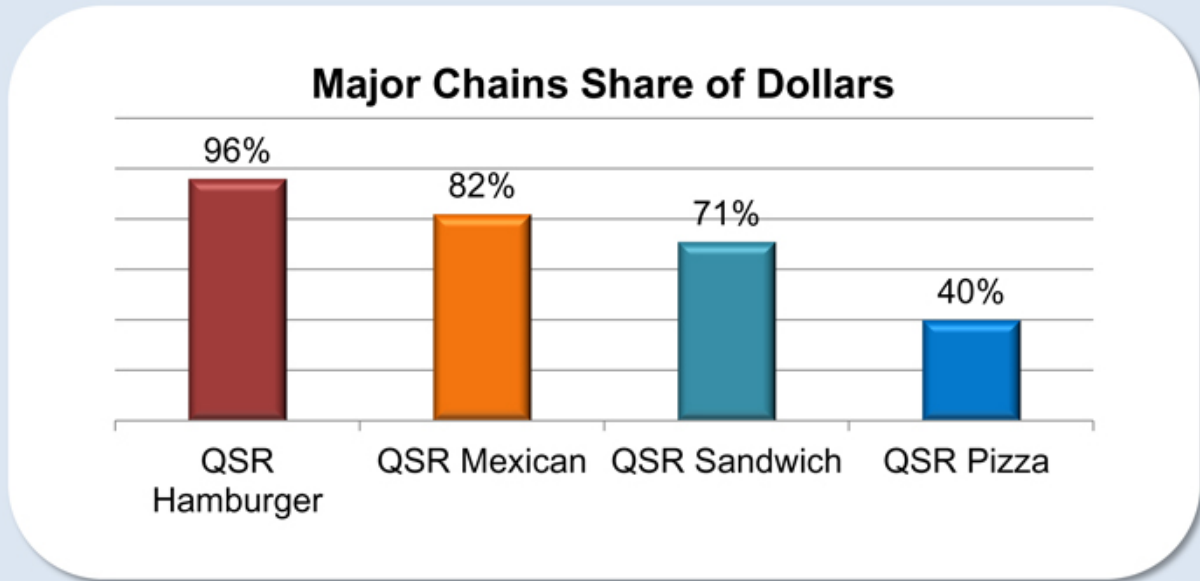
**Mike Lawton** – Financial Updates

# A Dominant Force in the Pizza Industry

	2008	Today
<b>Message</b>	Uninspired	Unique
<b>Product</b>	OK	Quality
<b>Technology</b>	New to Online Ordering	Digital Leader
<b>International</b>	Strong	Accelerating

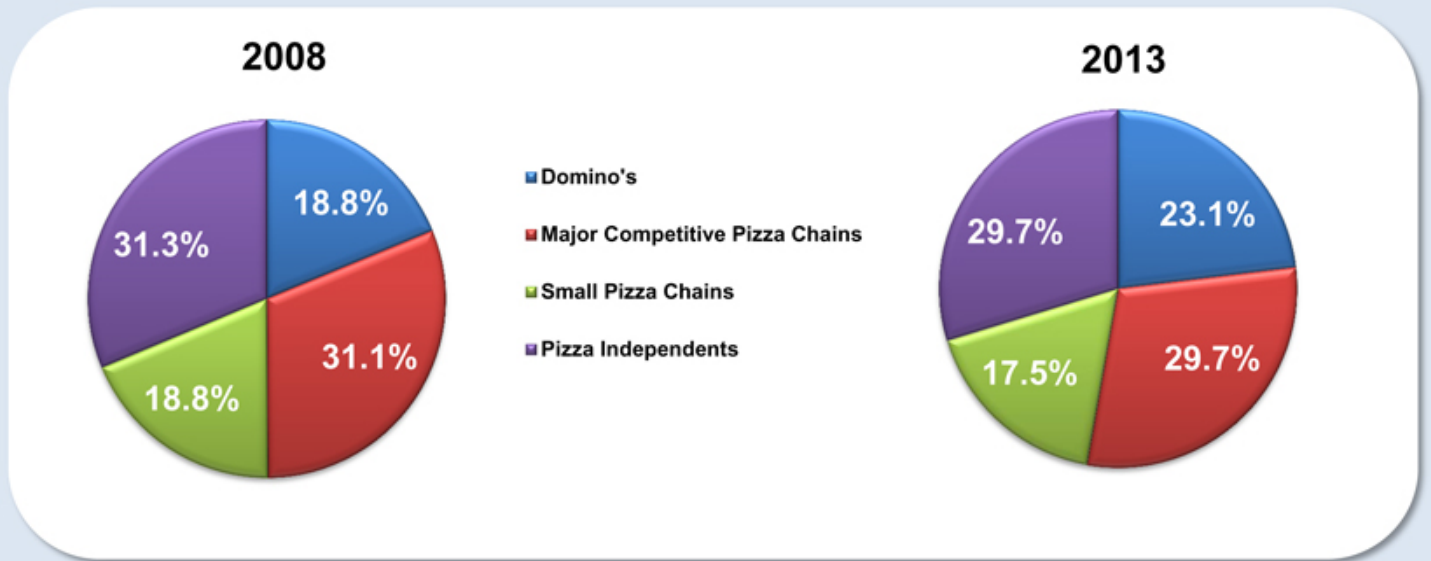


# A Category That Has Market Share Growth Potential



Year ending September 2013. Source: The NPD Group/CREST®.

# Domino's is Growing Delivery Share

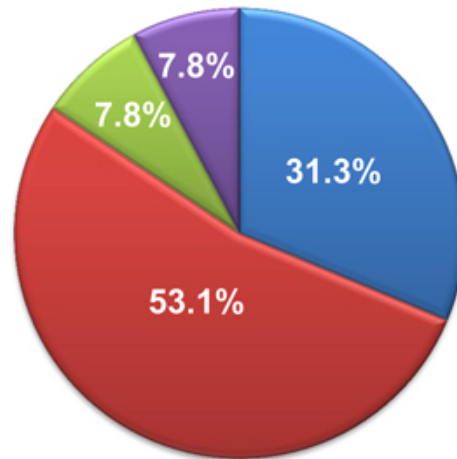


Years ending September 2008 and 2013, share of delivery consumer spending. Source: The NPD Group/CREST®.

# Leading in Digital

## Share of U.S. Digital Dollars – QSR Pizza

Estimated Domino's  
Global Digital Sales  
of Almost \$3 Billion  
a Year\*

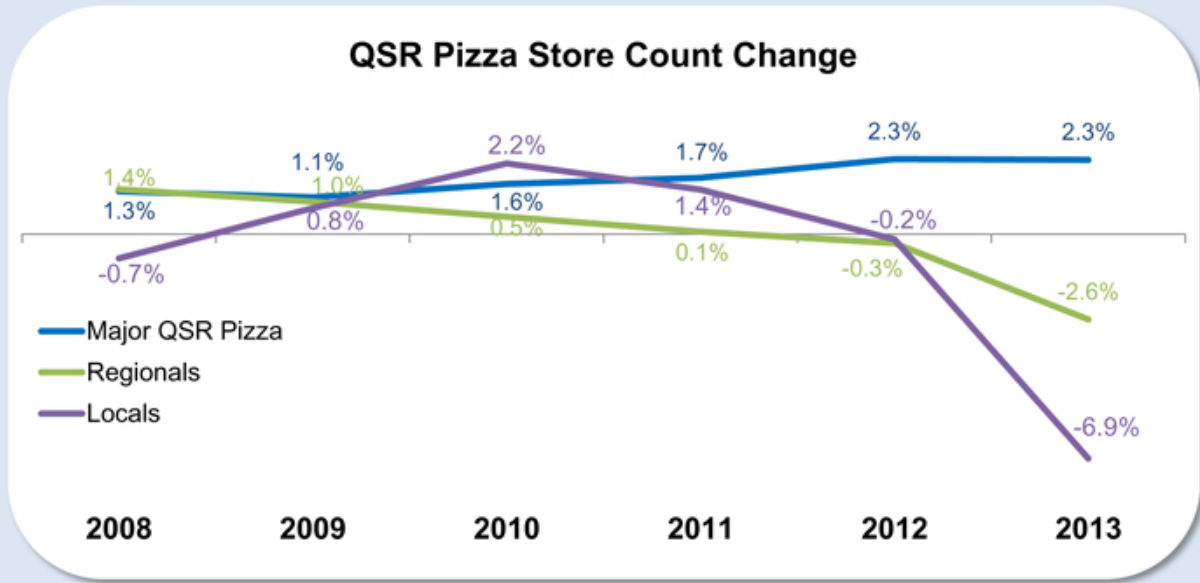


- Domino's
- Major Competitive Pizza Chains
- Small Pizza Chains
- Pizza Independents

January-September 2013. Share of consumer online and mobile app order spending. Source: The NPD Group/CREST®.

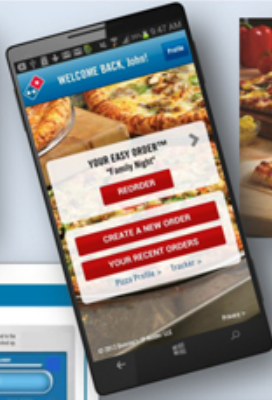
\* International digital sales and information based on reported sales information and other data from franchisees.

# Relative Strength of Major Players is Impacting Regionals and Locals



Source: The NPD Group/CREST®; March unit change vs previous year  
Major QSR Pizza = Domino's, Pizza Hut, Papa John's, Little Caesars  
Locals = Pizza Independents, 1-2 units

# Domino's World Has Changed ... For the Better



# Domino's Largest Opportunity is to Improve Stores

## Primary Opportunities

- 1) The restaurant has pleasant ambience
- 2) The restaurant is family-oriented
- 3) I feel comfortable in the store



## Image 2000 is 17 Years Old



- Lacks purpose/alignment with revitalized brand
- Not customer friendly
- Outdated and worn

# New Store Rollout Mandated Worldwide





# U.S. Reimage Costs

- Estimated cost of \$40-55K per store
- Some stores will be relocated
- New stores estimated cost roughly \$250,000 to \$350,000
- U.S. and international franchisees will generally have up to four years to reimage based on the number of stores
- U.S. incentives for new stores and certain relocations







**Russell Weiner**  
**Chief Marketing Officer**





September 22, 2008

сентябрь • Diciembre • prosinec • december  
septiembre • dicembre • Decembris • Gruodis • Dic

12/2008

España: San...  
(Kýpros): Σύναξη...  
Lietuva: Kalėdos \* Luxembourg: Tweede Kerstdag \* Romània: Crăciunul \* Slovenia: Dan  
Karácsony \* Nederland: Tweede Kerstdag \* Osterreich: Stefanitag  
\* Polska: Boże Narodzenie \* samostojnosti in enotnosti \* Slovensko: Druhý sviatok vianočný \*  
Suomi/Finland: Tapaninpäivä/Stefanidagen \* Sverige: Annandag jul  
\*United Kingdom: Substitute Bank Holiday in lieu of 26 December  
Κύπρος (Κύπρος): Παραμονή Πρωτοχρονιάς \* Latvija: Vecgada diena

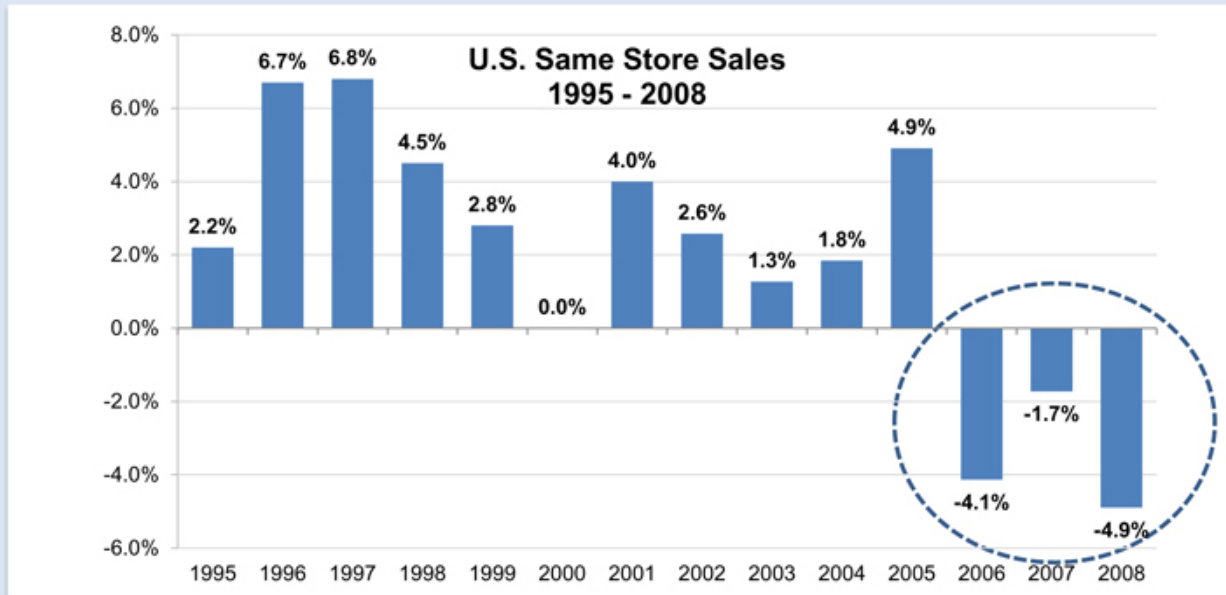
28  
31

1\*

08.00  
09.00  
10.00  
11.00  
12.00  
13.00  
14.00  
15.00  
16.00  
17.00  
18.00

START  
NEW  
JOB!

# U.S. Same Store Sales





# Russell Weiner, CMO

November 2008

Investor Meeting

Ann Arbor, Michigan

# The Next 90 Days...

## Forge a Lighthouse Identity for the Domino's brand

- Informed by our past and inspired by the future
- Grounded in consumer insights



## Lighthouse drives brand decisions

- Advertising & Communications
- Innovation
- Store design





# Innovation Philosophy...

- **Long-Term Approach**
  - 30 days and 30 years
- **Quality, Quality, Quality!**
  - We're delivery. We're service. We're 30 minutes...  
AND the FOOD is great (Deliciously Fast)
- **Born out of a rational business need...Developed with an emotional POV that makes it uniquely Domino's**
- **Drive incremental growth and profitability**

# Did We Do What We Said We Would Do?

## Re-introduced an unexpected new Domino's to the world

- Brand
- Product

# Figured Out Who We Were:

An honest, transparent pizza company that is always trying to get better

**THE PIZZA TURNAROUND**

**CHALLENGE:**  
In 2006, Domino's faced a harsh truth. Most people really don't like their pizza. So, after 50 years, they started over and completely remake their recipe. But after doing out a massive product for so long, how could they convince anyone that this new pizza was truly "new and improved?"

**SOLUTION:**  
An integrated campaign featuring unflinchingly forthright TV, a documentary, and a YouTube homepage takeover told the true story of how Domino's most painful consumer critiques ("crust tastes like cardboard," "totally out of place" for starters) became motivation for them to improve their pie. By actually embracing the criticism and putting their hand-drawn critiques on an, Domino's in one fell swoop reworked their image, regained their credibility, and got America pulling for them again.

**RESULTS:**  
To date, the campaign has generated over 1.2 billion earned impressions, 4th quarter profits were double last year's, and the stock price rose over 40% in the month following the campaign launch. Ultimately, The Pizza Turnaround has changed the way Domino's ad partners know, and has proven to the industry the importance of transparency.

**THE PIZZA TURNAROUND DOCUMENTARY**

Karen Kistner  
Managing Director

YouTube VIDEO "Crust"

PIZZATURNAROUND.COM

DO YES WE DO!

ADVERTISING AGENCY: PIZZA FOR PIZZA

# Focused on Having the Best Food:

Re-created our 50-year-old recipe from the crust up

**Domino's**  
Pizza

Introducing Domino's New Pizza  
**NEW SAUCE. NEW CRUST. NEW CHEESE.  
STILL ROUND.**

We listened to what people were saying about our old pizza, and got motivated to make a new one. It's so good we can put our money where our mouth is. Did we really throw out our old recipe and make an improved new pizza that's more delicious in every way, guaranteed? Oh, yes we did.

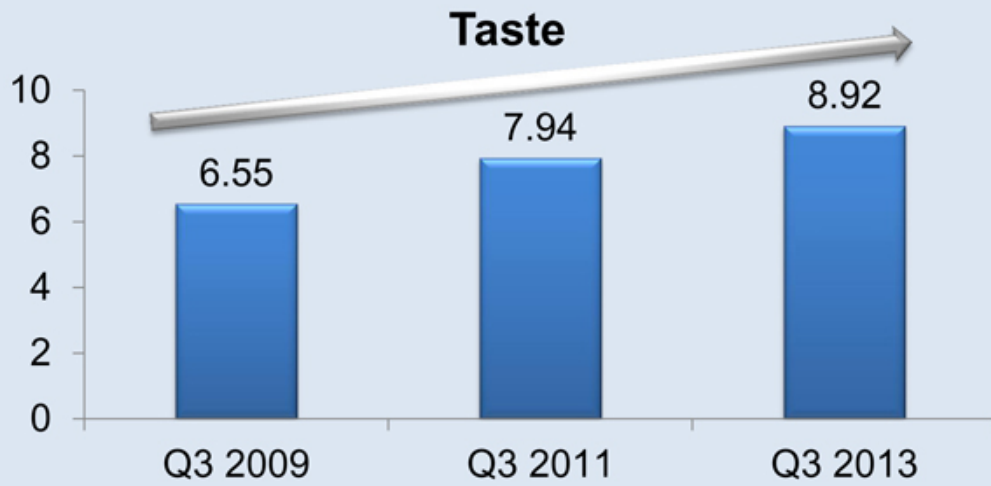
**The Sauce is Boss**  
Our new sauce more than a medley of herbs and a real pepper kick.

**"Upper" Crust**  
Our new garlic-seasoned crust is rich, buttery taste is baked to a golden brown.

**Mmmmm Cheese**  
Our new cheese is made with the real mozzarella cheese with just a hint of provolone.

**2 MEDIUM  
2 TOPPING  
PIZZAS \$5.99  
EACH**  
ORDER NOW AT [DOMINOS.COM](http://DOMINOS.COM)

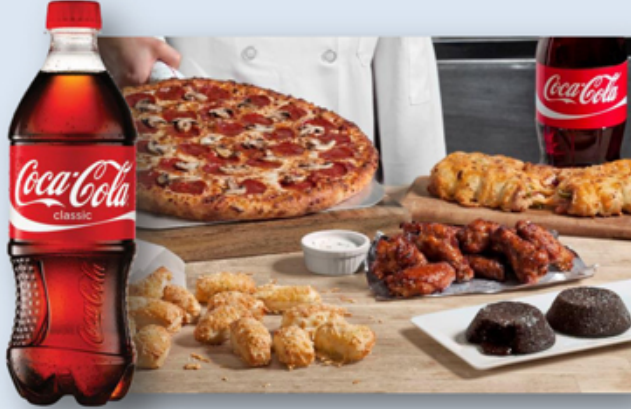
## New Approach Significantly Improved Taste Credentials



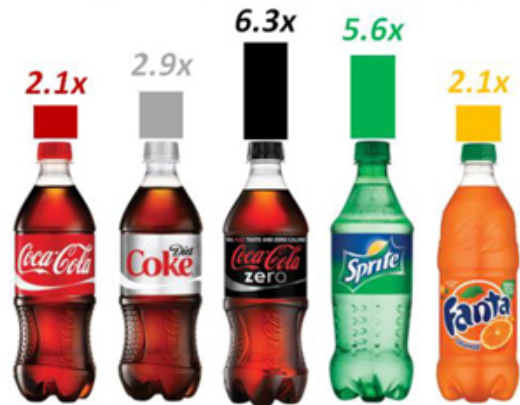
Source: Study Logic; Question asked of consumers who ate Domino's in the past 7 days: "Please rate the overall brand "Taste" you received during this visit for your order (1-10 Poor/Excellent)"

# Great Beverage Partner

- New contract with Coca-Cola®
- #1 beverage company
- We are the only national pizza chain partnered with them



Favorite Brand vs. Nearest Competitor



SOURCE: USE B-Cubed. 12 month Ending May 2013. Total Population 13-64.

# Did We Do What We Said We Would Do?

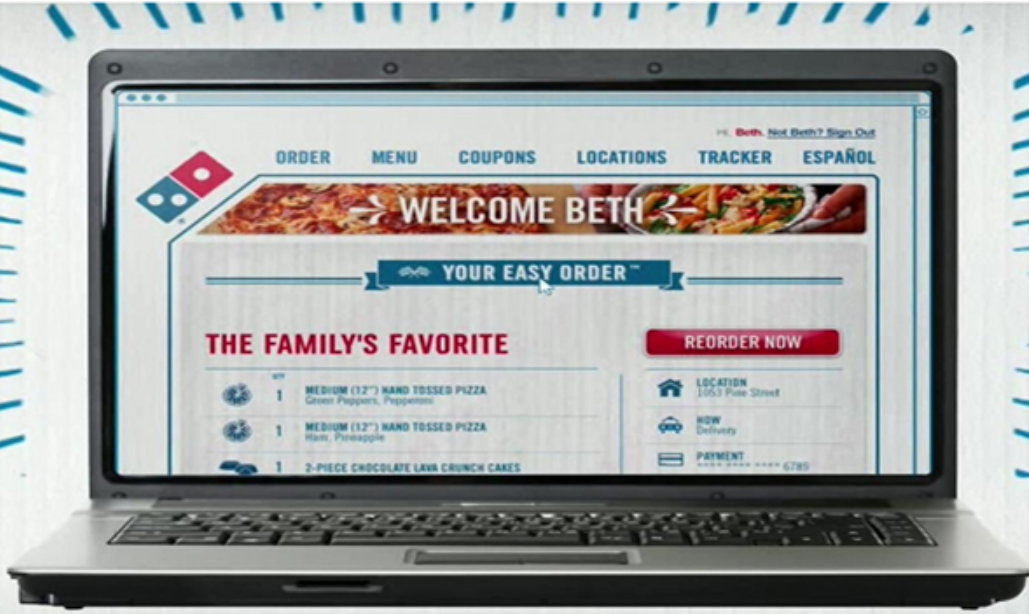
## Re-introduced an unexpected new Domino's to the world

- Brand
- Product

## Re-defined innovation

- No in and out/limited time products
- 85%+ of menu is new
- Expanding and adding new channels

# E-commerce





# Carryout

NOW GET  
**1 MORE DAY**  
of OUR GREAT CARRYOUT DEAL  
**MONDAY**  
THRU  
**WEDNESDAY THURSDAY**  
LARGE 3 TOPPING **\$7.99** CARRYOUT ONLY  
9174



THIS IS OUR WAY OF MAKING YOUR WEEK A GREAT ONE  
CARRYOUT  
LARGE 2-TOPPING PIZZAS **FOR \$5.99 EACH**  
9159



LIMITED TIME OFFER 11/11-11/17

# Did We Do What We Said We Would Do?

## Re-introduced an unexpected new Domino's to the world

- Brand
- Product

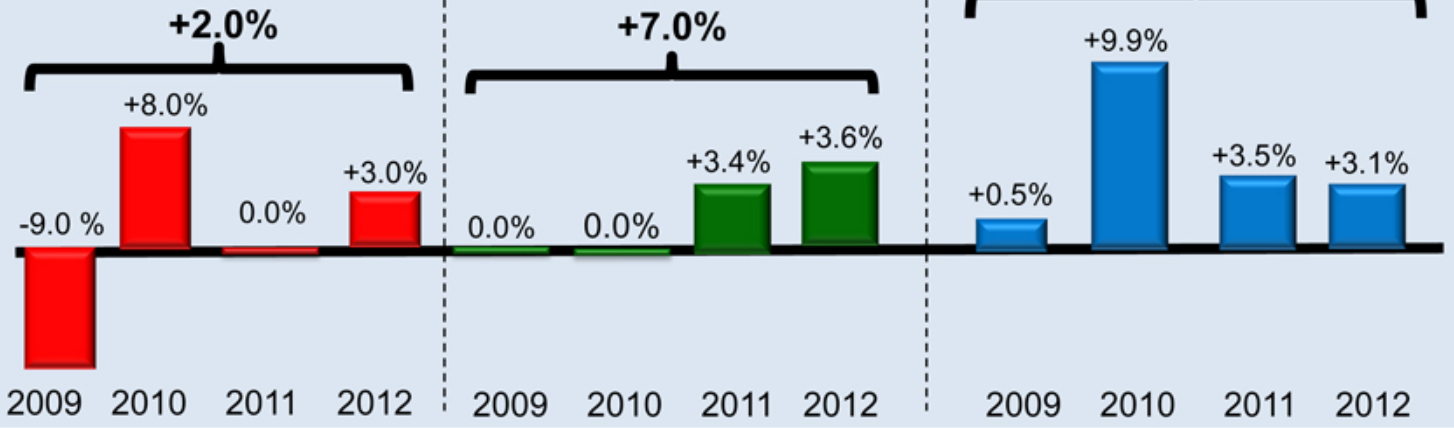
## Re-defined innovation

- No in and out/limited time products
- 85%+ of menu is new
- Expanding and adding new channels

## Re-claimed sales momentum

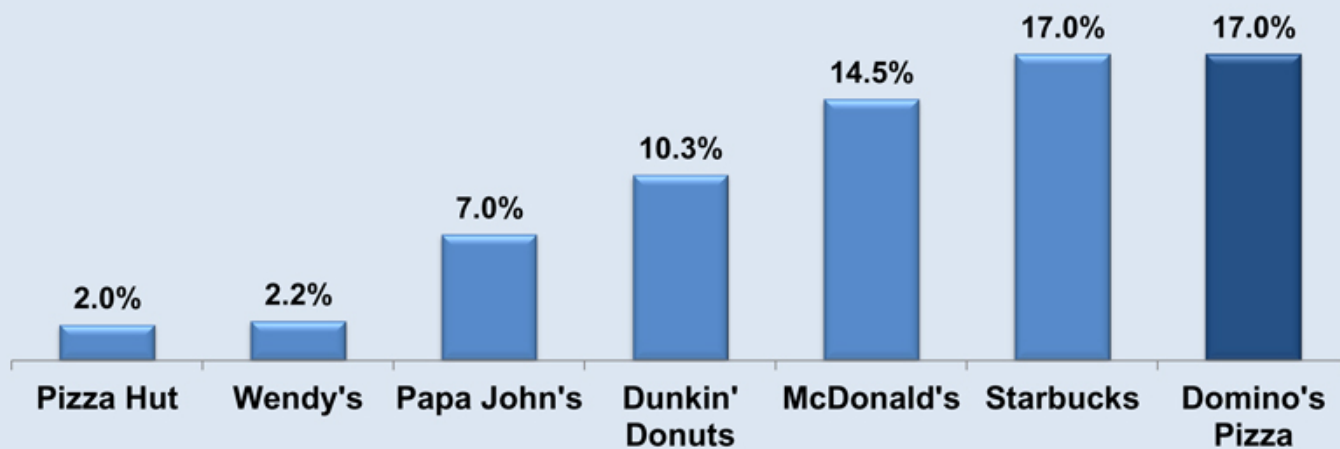
- Pizza
- QSR

# We Have Significantly Outgrown the Pizza Competition



## And Are Leaders in the Broader QSR Category as Well

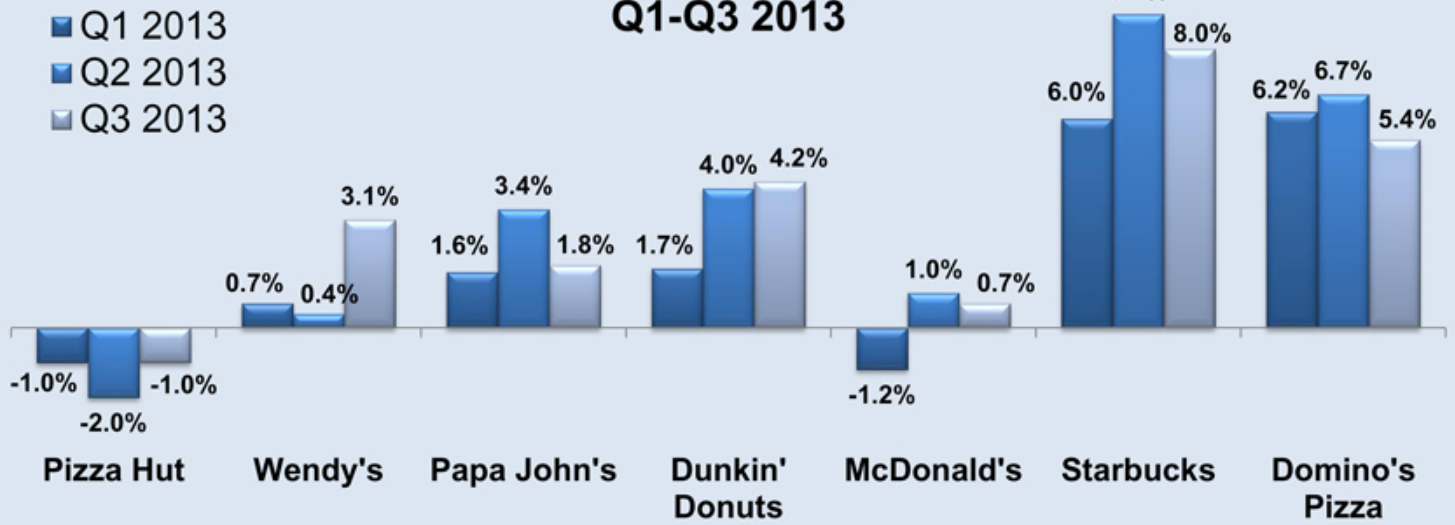
### U.S. Same Store Sales 2009 + 2010 + 2011 + 2012



Calculated by adding same store sales from years ending 2009, 2010, 2011, and 2012

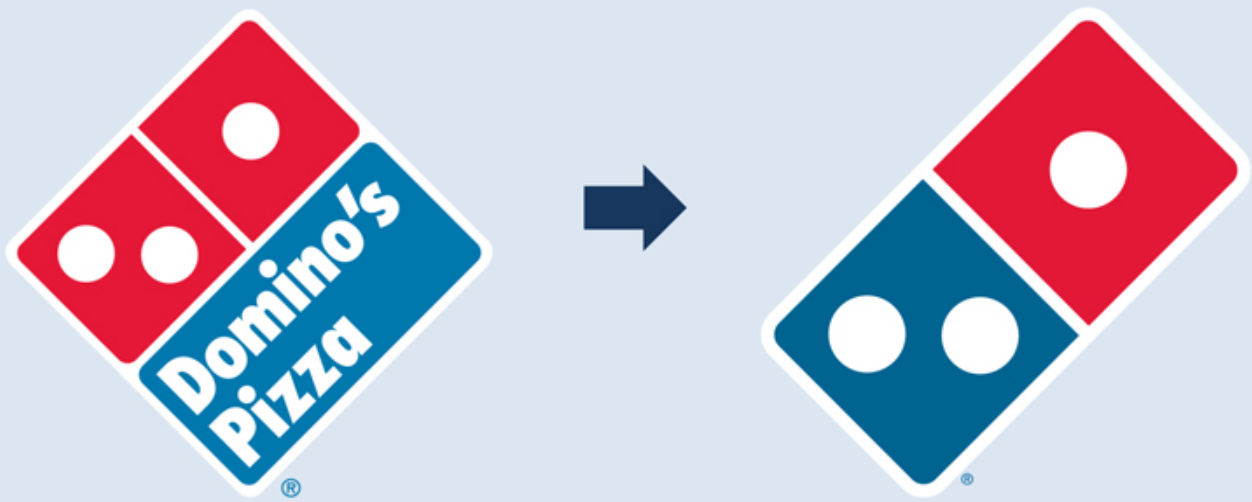
# Momentum Continued in 2013

## U.S. Same Store Sales Q1-Q3 2013



Source: Reported U.S. same store sales for Q1, Q2 and Q3 2013. Papa John's and Wendy's data represents same store sales for North America; Wendy's Q3 data is for franchise stores. Company stores were up 3.2%.

# We Have Become a Completely New Brand



**We are now translating our new brand  
into retail...**

**Domino's Pizza Theater**









- **New stores**
- **Re-images**
- **Re-locations**

















Oven-Baked Goodness  
Since 1980

DID YOU KNOW

450 SECONDS

AT THE TEMPERATURE IT TAKES  
TO BAKE YOUR ORDER  
TO PERFECTION

HAND-TOSSED  
DOUGH







# Pizza Theater Was Researched Extensively

## Methodology



# Pizza Theater is a Winning Image for Domino's

Salt Lake City

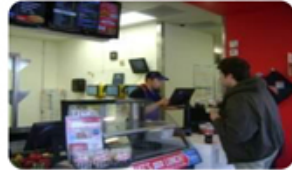


Net Promoter Score  
Rating of Interior  
Rating of Comfort  
Cleanliness  
Saw Food Being  
Cooked/Prepared  
Employee/Customer  
Engagement

Gulfport



Virginia Beach



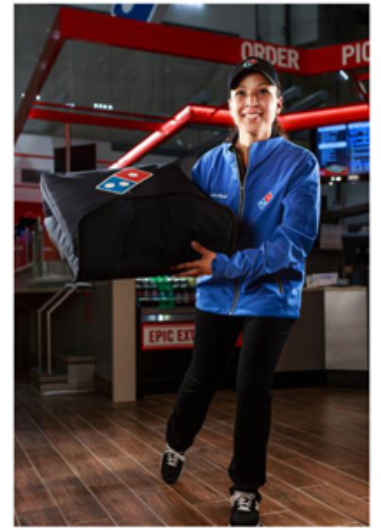
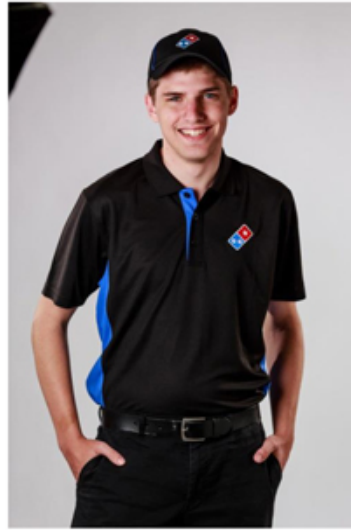
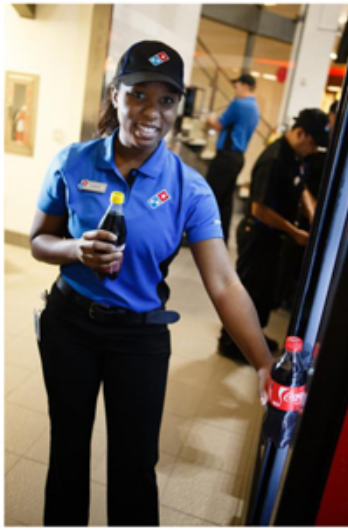
Houston



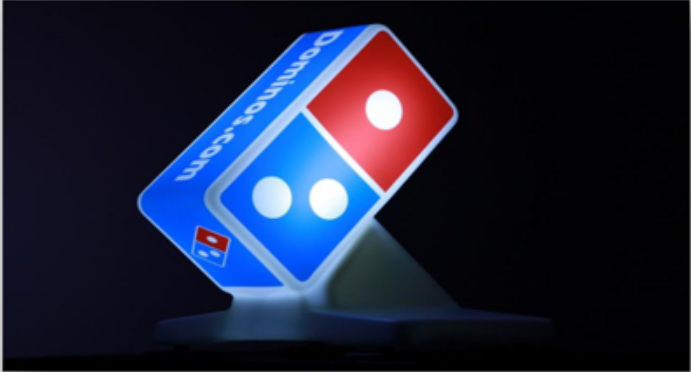
Las Vegas



# New, More Modern Uniforms Better Represent the Brand



# And Our Re-imagined Car Topper Will Drive Awareness of Our New Logo





# What Should You Expect From Domino's in The Future?

**The same  
winning  
formula!**







**Richard Allison**  
**Executive Vice President, International**



# International is a Growth Engine

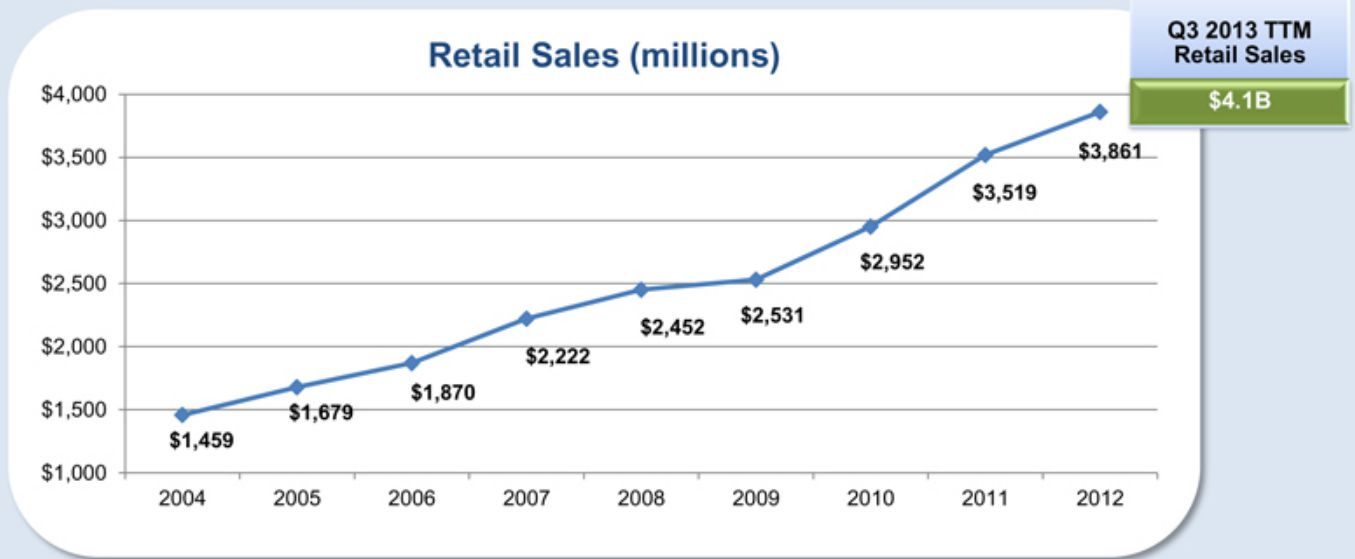
- **Proven international franchise business model**
  - 30 years of experience with seasoned team
  - Great local partners
- **Healthy and balanced growth**
  - Delivering growth in developed and emerging markets
  - Consistent growth at 3x market growth rate
  - SSS growth driven primarily by order count
- **Attractive economics for our franchise partners**
  - Strong unit-level cash-on-cash returns
  - Economies of scale
- **Best-in-class technology fueling share gains**
  - Q3 TTM digital sales estimated to exceed \$1.3B\*
  - Accelerating import/export of technology ideas



\*International digital sales and information based on reported sales information and other data from franchisees.

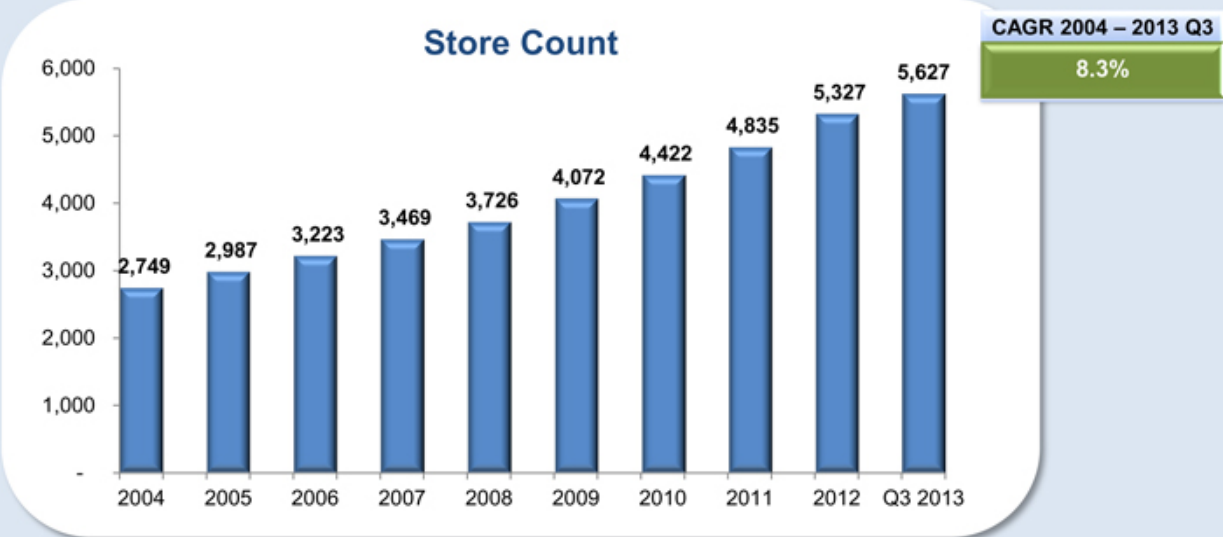
# Robust Topline Growth

Sales have grown at 12.9% CAGR over last eight years



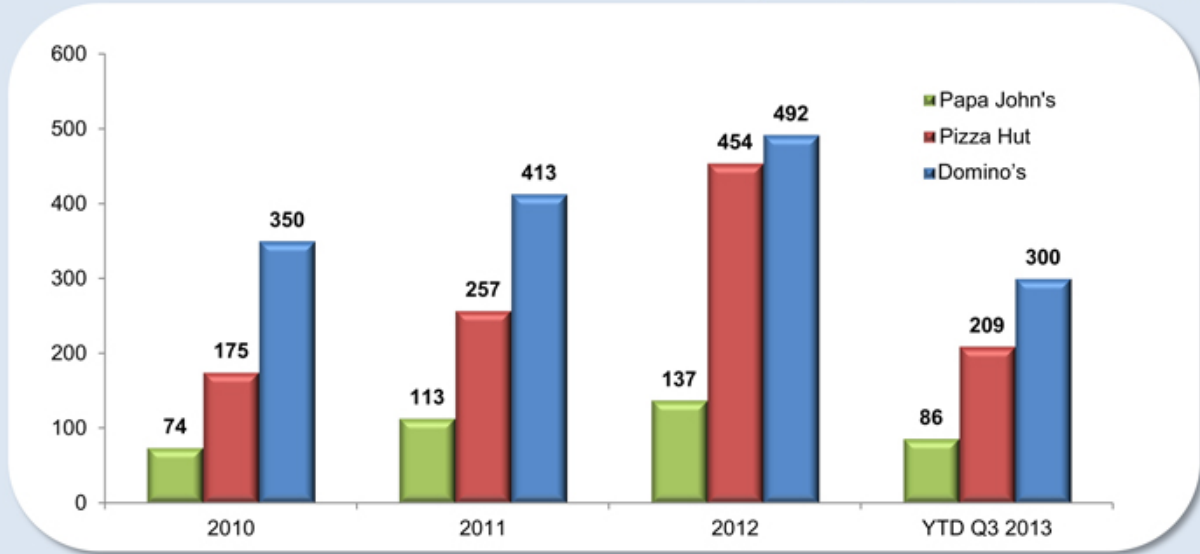
# Strong Store Growth

Store count more than doubled since 2004 - pace of growth accelerated



# Leading the Competition

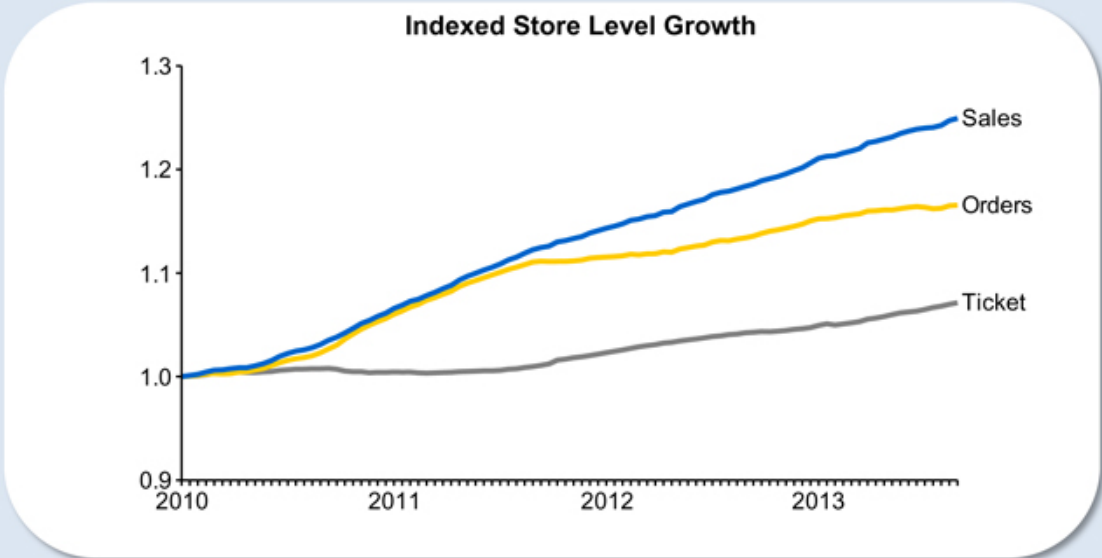
Net Store Growth: Domino's International consistently outgrowing top two competitors



Note: P.J.'s figures do not include AK, HI and Canada; PH figures include licensees

# Healthy Growth

Order growth: the engine of long-term sales growth

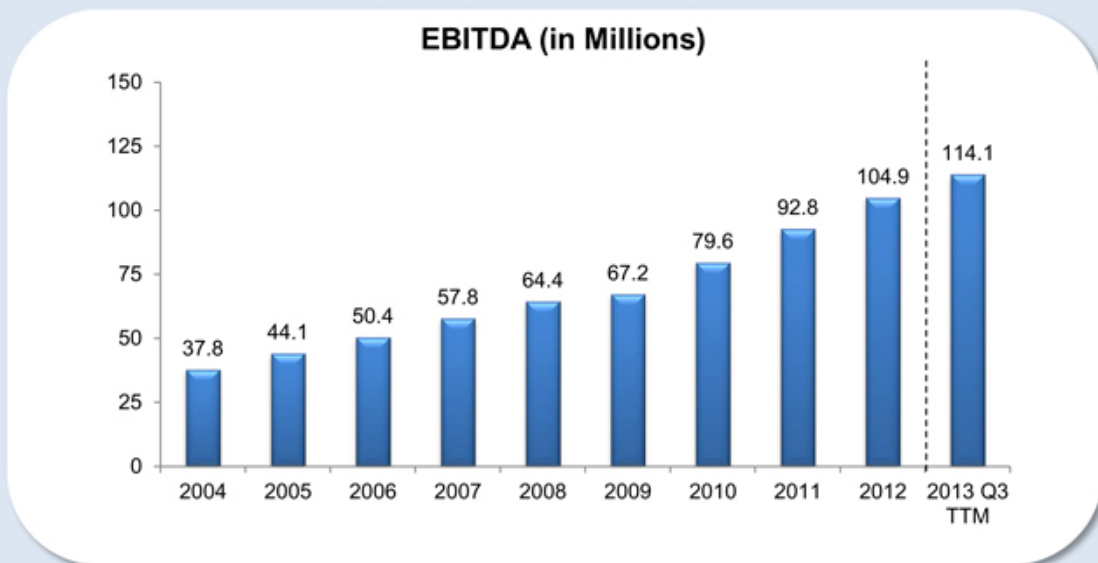


Weighted all store indexed growth TTM through Q3 2013



# Driving Profits

International EBITDA tripled from 2004 to 2012; 14% CAGR



# Leveraging Technology

## Rolling out existing tools to international markets

- Domino's Pulse in more than 3,300 international stores\*
- Over 2,000 stores have Pulse Web Reporting\*

## Accelerating import/export of ideas

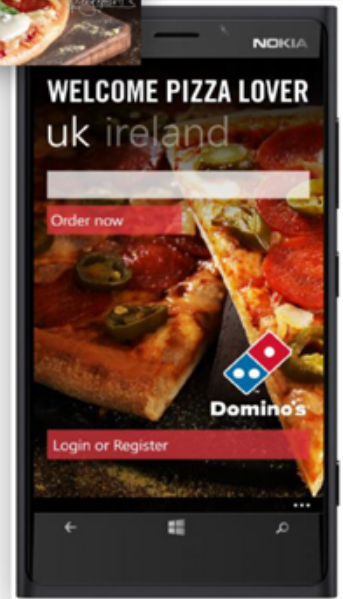
- Established Global CEO Council
- Held first Global CIO Conference

## Expanding in-house capabilities to support international markets

- We are the online ordering provider for Canada
- 2014: Expanding online ordering hosting for other markets

# Global Digital Strength

- **TTM Q3 digital sales have hit an estimated \$1.3B**
- **Markets with online ordering average approximately 36% digital sales as of Q3**
- **Nine markets are over 40% digital sales as of Q3**
- **Almost 60% of total sales in Australia are online**
  - The goal is to extend this to 80% in the next three years
- **Digital sales now account for 66% of UK delivered sales**
  - Mobile sales were up 91% as of their last reported quarter



DOMINO'S PETRÓPOLIS  
RUA MONTECASERES, 179 - CENTRO







**Kevin Vasconi**  
Chief Information Officer



# Who Do We Benchmark?

In digital we pay less attention to:



And more attention to:



# A Holistic View of E-commerce

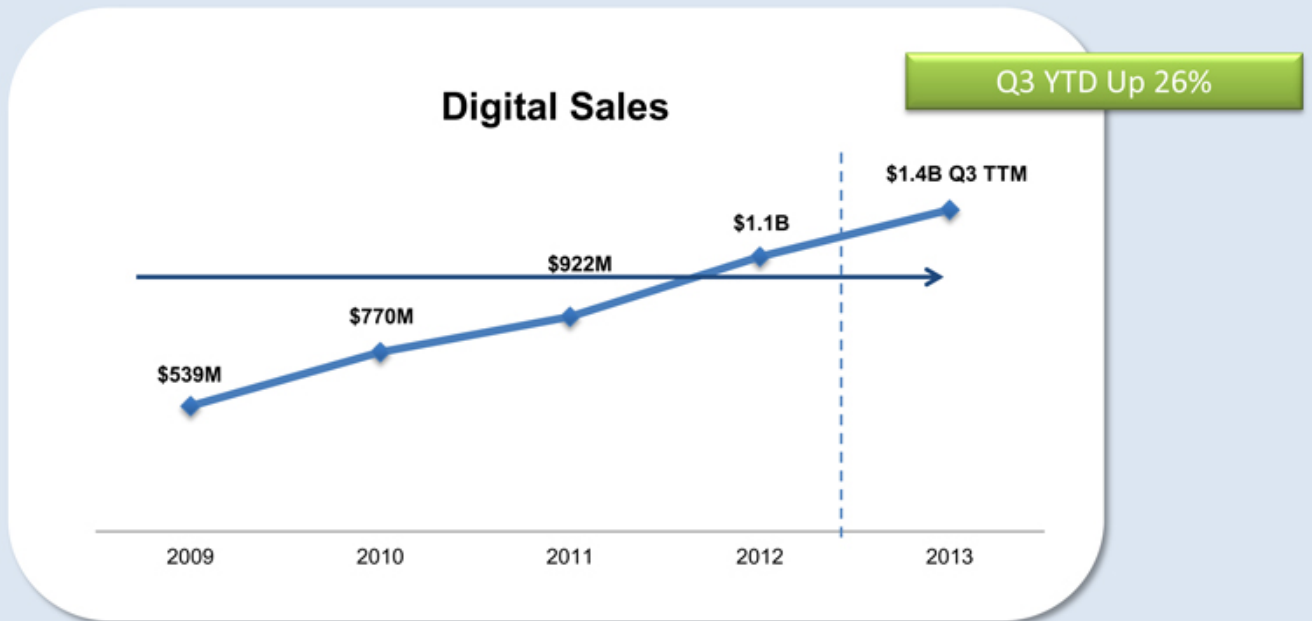


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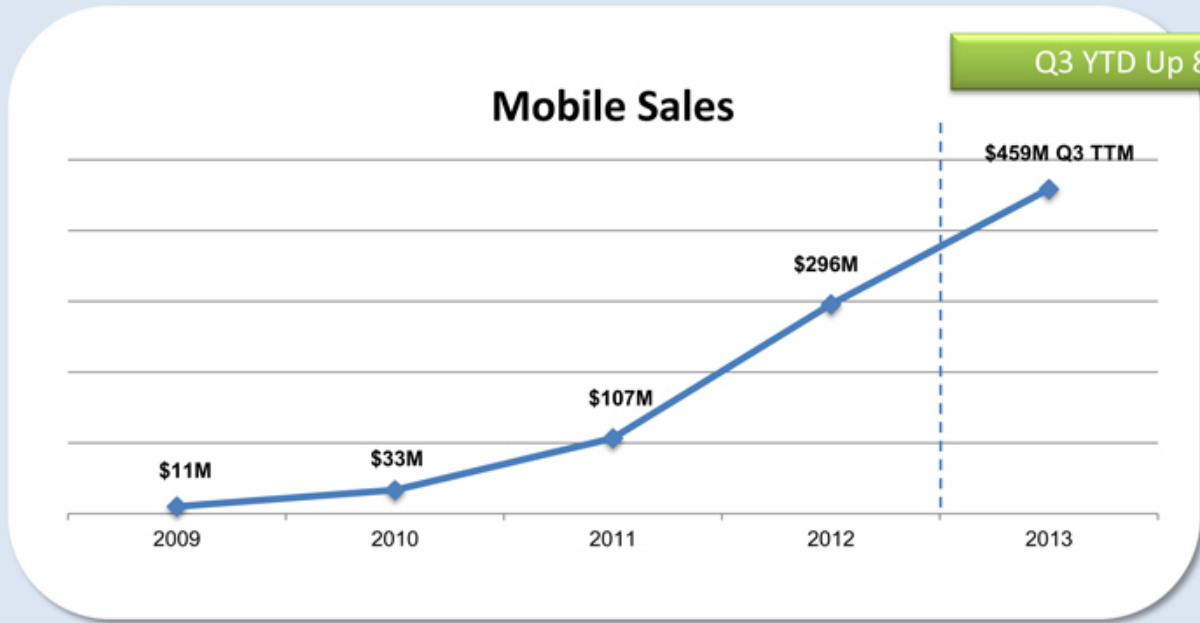




# U.S. Digital Sales Continue to Rise



# Digital Growth Fueled by Mobile Sales Growth



# Digital Sales Already More Than 60%

## In these DMAs:

- Sacramento
- San Francisco
- New York
- Washington, D.C.
- Baltimore
- Boston
- Dallas - Ft. Worth

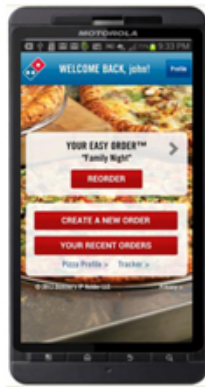
# Domino's Covers 95% of the Smartphone Market

## iPhone®



- More than 6 million downloads
- Ranked #2 in the free Food and Drink Category
- 4.8 out of 5 star customer rating

## Android™



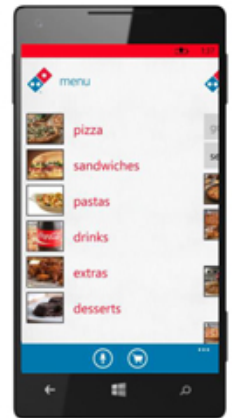
- More than 4 million downloads
- Ranked #3 in the free Lifestyle Category
- 4.8 out of 5 star customer rating

## Kindle™



- 90k downloads
- Ranked #36 in the free Lifestyle Category
- 4.7 out of 5 star customer rating

## Windows 8



- 70k downloads
- Ranked #1 in the Food + Dining Top Free Category
- 4.5 out of 5 star customer rating
- Voice ordering

# Profiles Simplify Reordering for Returning Customers

## Profiles Phase 1 - Launched August 2013

Link to Saved Easy Order

Links to Past Five Orders

Local Store Offer

The screenshot shows the Domino's mobile app interface. At the top, there are navigation tabs: ORDER, MENU, COUPONS, LOCATIONS, TRACKER, and ESPAÑOL. Below the navigation is a 'WELCOME TONY' banner. The main content area is divided into three sections: 'YOUR EASY ORDER' (featuring 'SUNDAY FOOTBALL' items like 'MEDIUM 12" HAWAIIAN TOSSED PIZZA'), 'YOUR RECENT ORDERS' (with a calendar view showing orders from FRI, THU, and TUE), and 'YOUR LOCAL STORE' (highlighting a 'St. Jude Thanks and Giving Combo' for \$19.99). On the right side, there are promotional banners for 'MEDIUM PIZZAS \$5.99 EACH' and 'MON - THURS CARRYOUT DEAL \$7.99'. At the bottom, there are links for 'ORDER SETTINGS' and 'ORDER NOW'.

Year End 2013  
+7M total distinct profiles  
+3M tokenized credit cards

# DPZ Platforms that Allow Consumers to Easily Order Anytime, Anyplace

*At home...*



*In the living room...*



*On the move...*



*At work...*



**Digital Provides a Ubiquitous Customer Relationship**

# Latest Innovation



# Video









**Michael Lawton**  
**Chief Financial Officer**



# Franchisee Profitability



**Estimating \$81K - \$85K per store in 2013**

Average store economics are internal Company estimates based on results reported by franchise owners. Estimates are projections as of January 2014.

## Franchisee Lending Sources for Reimaging

- **Five national lenders with specific programs for DPZ franchisees**
  - Balboa Capital
  - Direct Capital
  - IRH
  - Macquarie
  - Navitas Lease Corp
- **No obligation to use these lenders**
  - Credit analysis and pricing are up to each lender (no corporate subsidies or guarantees)

# Looking Ahead: 2014

# Looking Ahead at 2014

**Commodities**



**Food basket outlook is favorable**



**Projected flat to -2%**

# Looking Ahead at 2014

**G&A**

**Range of \$240 - \$244 million**

Technology innovation

Technology upgrades

International growth

Lower non-cash  
compensation

# Looking Ahead at 2014

## Impact of Currency

Market currently projecting negative impact

Diversified portfolio of more than 70 markets

10% dollar move vs. DPZ currency basket  
= approximately 12 cents EPS



# Long Range Outlook Change

Cap Ex

Long range outlook of \$35 - \$45 million

Limited capital required due to franchise model

Company store reimaging – lead the way

Technology

Supply chain centers

# Long Range Outlook Change

**Domestic Same Store Sales**

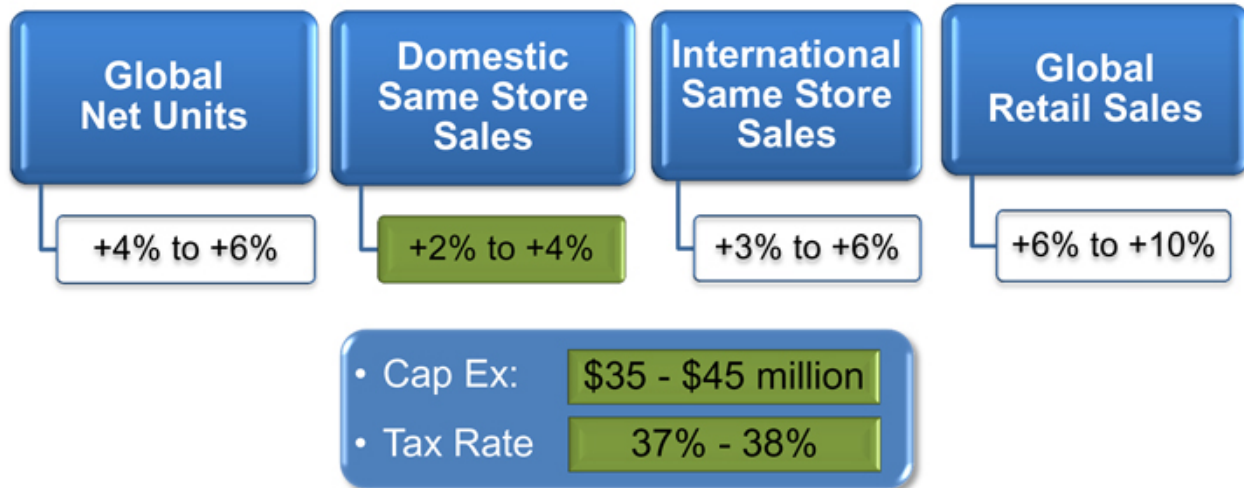
**Range of 2% - 4%**

Raising based on brand positioning and momentum

Technology advantages

Market share gain

# Long Range Outlook



Outlook does not constitute specific earnings guidance. Domino's does not provide quarterly or annual earnings estimates.



# Q&A