

Domino's™



Today's Agenda

- **Patrick Doyle, Chief Executive Officer**
- **Kevin Vasconi, Chief Information Officer**
- **15 minute break**
- **Richard Allison, Executive Vice President- International**
- **Michael Lawton, Chief Financial Officer**
- **Q&A**

Note: This is being recorded and webcast live. This will also be available on our website for replay.

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 January 1, 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. 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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Patrick Doyle

Chief Executive Officer



Domino's is Poised to Lead



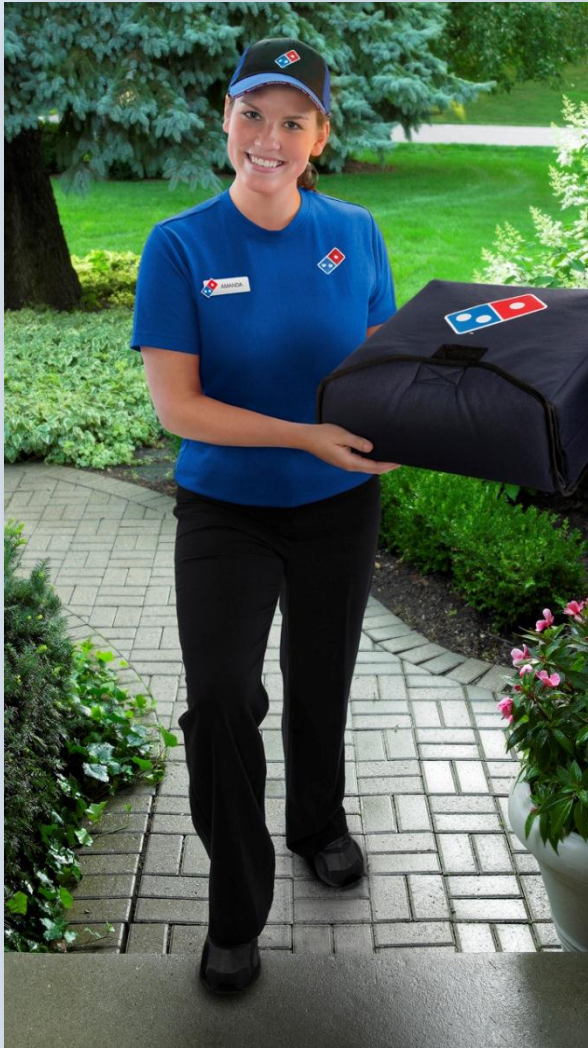
Quality Food



Efficient Operations



Known for Service



Strong Brand Equity



INTRODUCING OUR NEW

Domino's
HANDMADE
PAN
PIZZA

MADE FROM FRESH NEVER-FROZEN DOUGH

2 LAYERS OF REAL CHEESE IN EVERY BITE

CRISPY GOLDEN CRUST AND A BUTTERY TASTE

TOPPINGS ALL THE WAY TO THE EDGE

GET A MEDIUM 2-TOPPING HANDMADE PAN PIZZA FOR \$7.99

ORDER. TRACK. REVIEW. [DOMINOS.COM](https://www.dominos.com) OH YES WE DID.

Any delivery charge is not a tip paid to your driver. Our drivers carry less than \$20. You must ask for this limited time offer. Prices, participation, delivery area and charges may vary. Minimum purchase required for delivery. ©2012 Domino's IP Holder LLC. Domino's, Domino's Pizza and the modular logo are registered trademarks of Domino's IP Holder LLC.



GLOBAL DOMINO'S DAY

A PIZZA PARTY THAT SPANS THE GLOBE.

Domino's Pizza
7,664,078 likes · 107,179 talking about this

Food/Beverages
Domino's Pizza is the recognized world leader in pizza delivery.

About Photos Global Domino's Day Show Us Your Pizza Play Today!

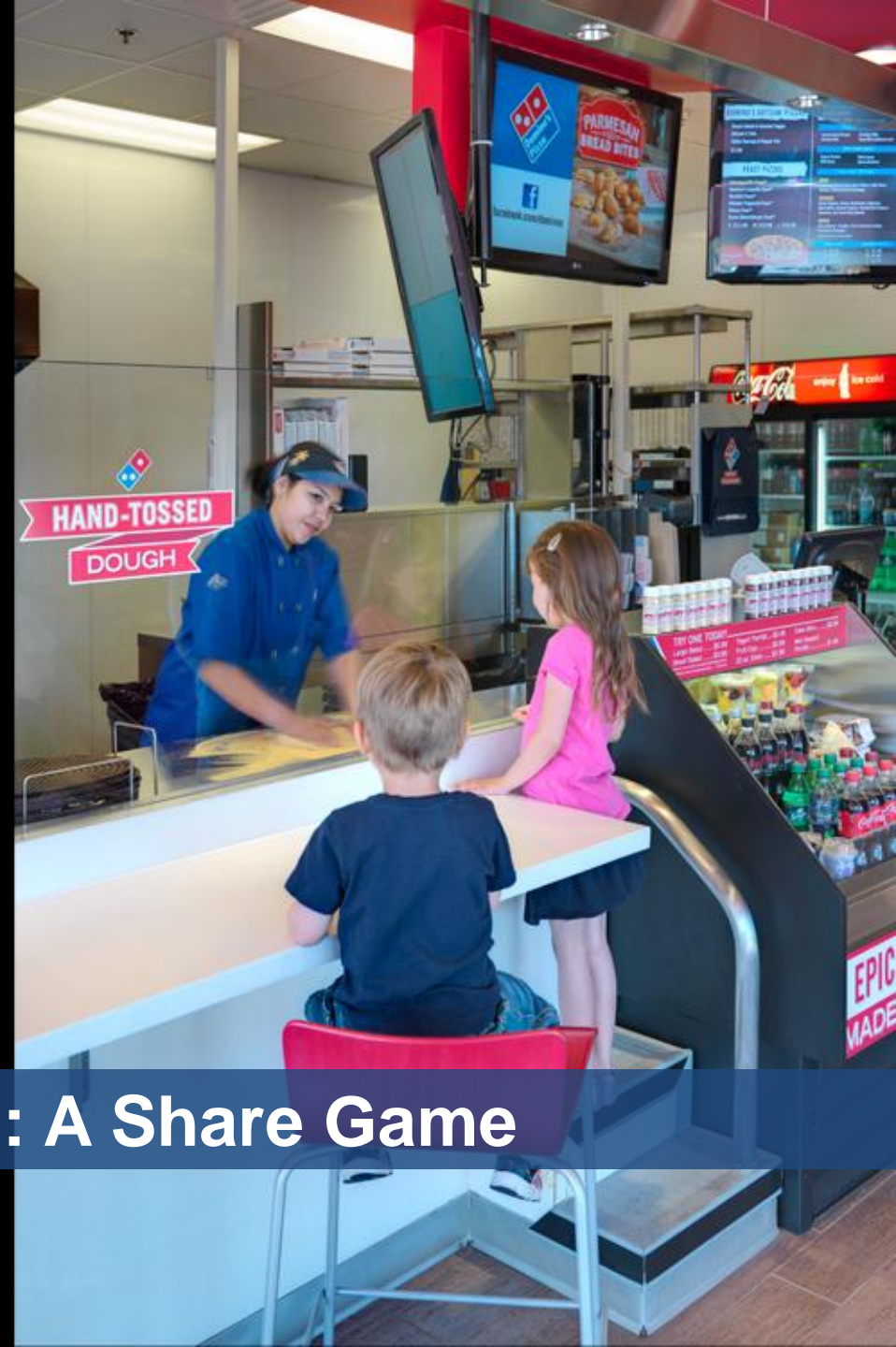


Three Headlines

1. United States: A Share Game

2. Technology: Key to Winning

3. International: A Scale Game

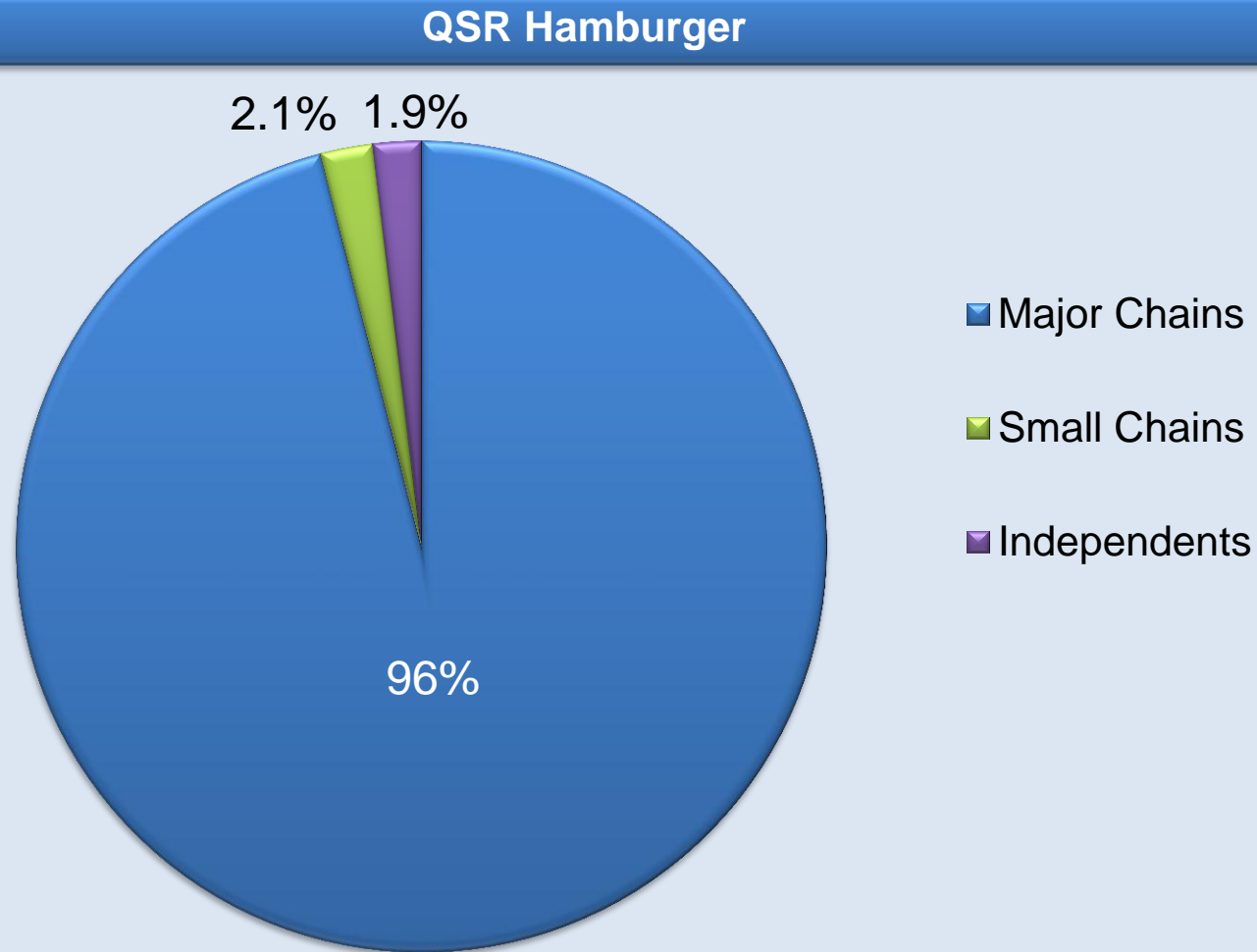


1. United States: A Share Game

1. The United States: A Share Game

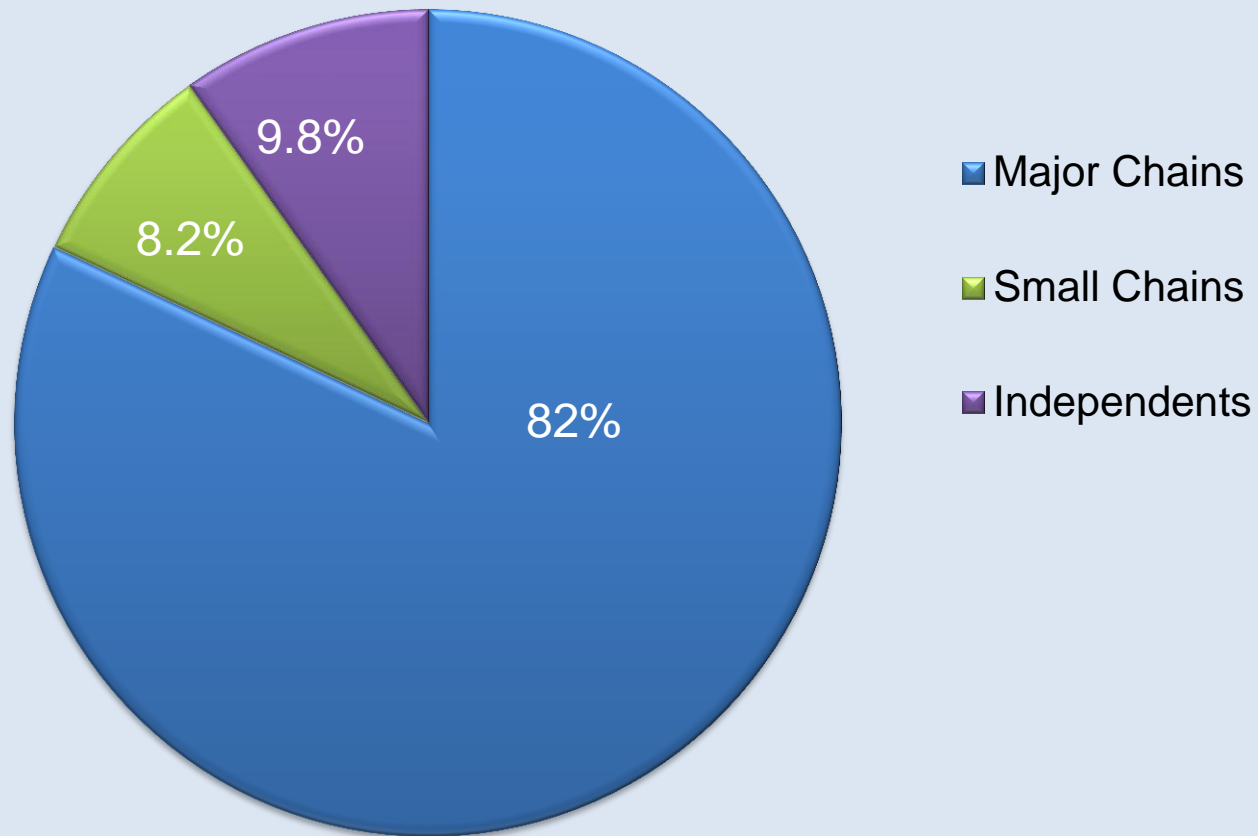
**In the Quick Service Restaurant Sector:
No One is as Fragmented as QSR Pizza**

1. The United States: A Share Game



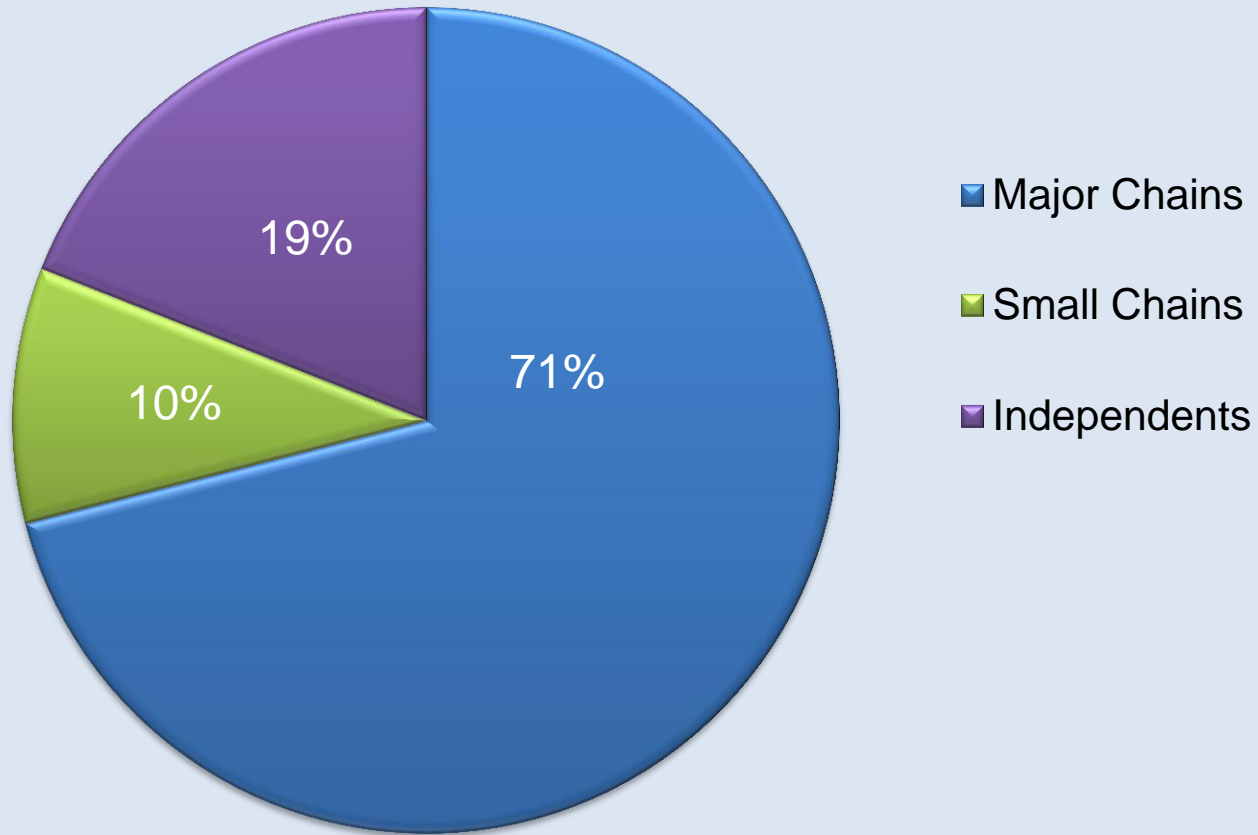
1. The United States: A Share Game

QSR Mexican



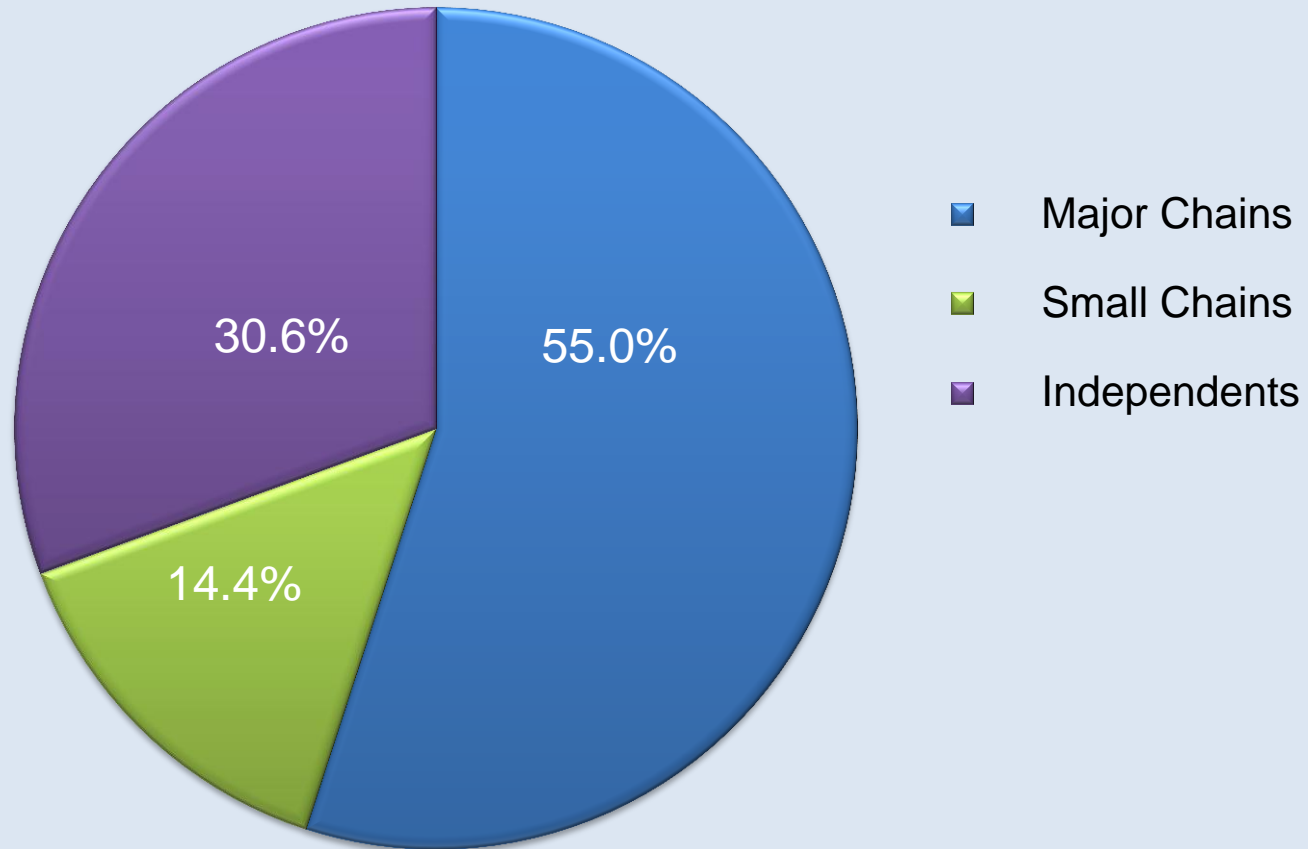
1. The United States: A Share Game

QSR Sandwich



1. The United States: A Share Game

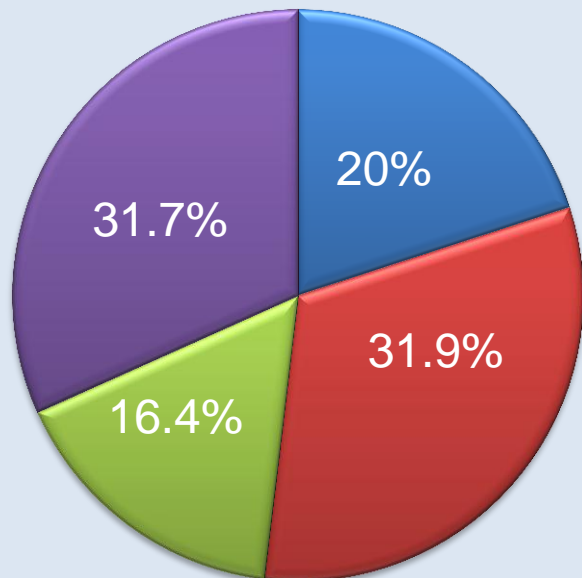
QSR Pizza - Delivery



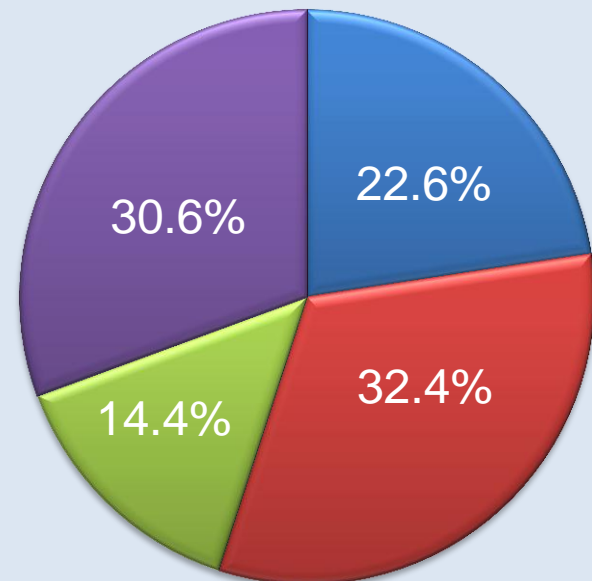
1. The United States: A Share Game

Domino's and major chains have gained 3% in delivery share from small chains and independents over the last five years

2007



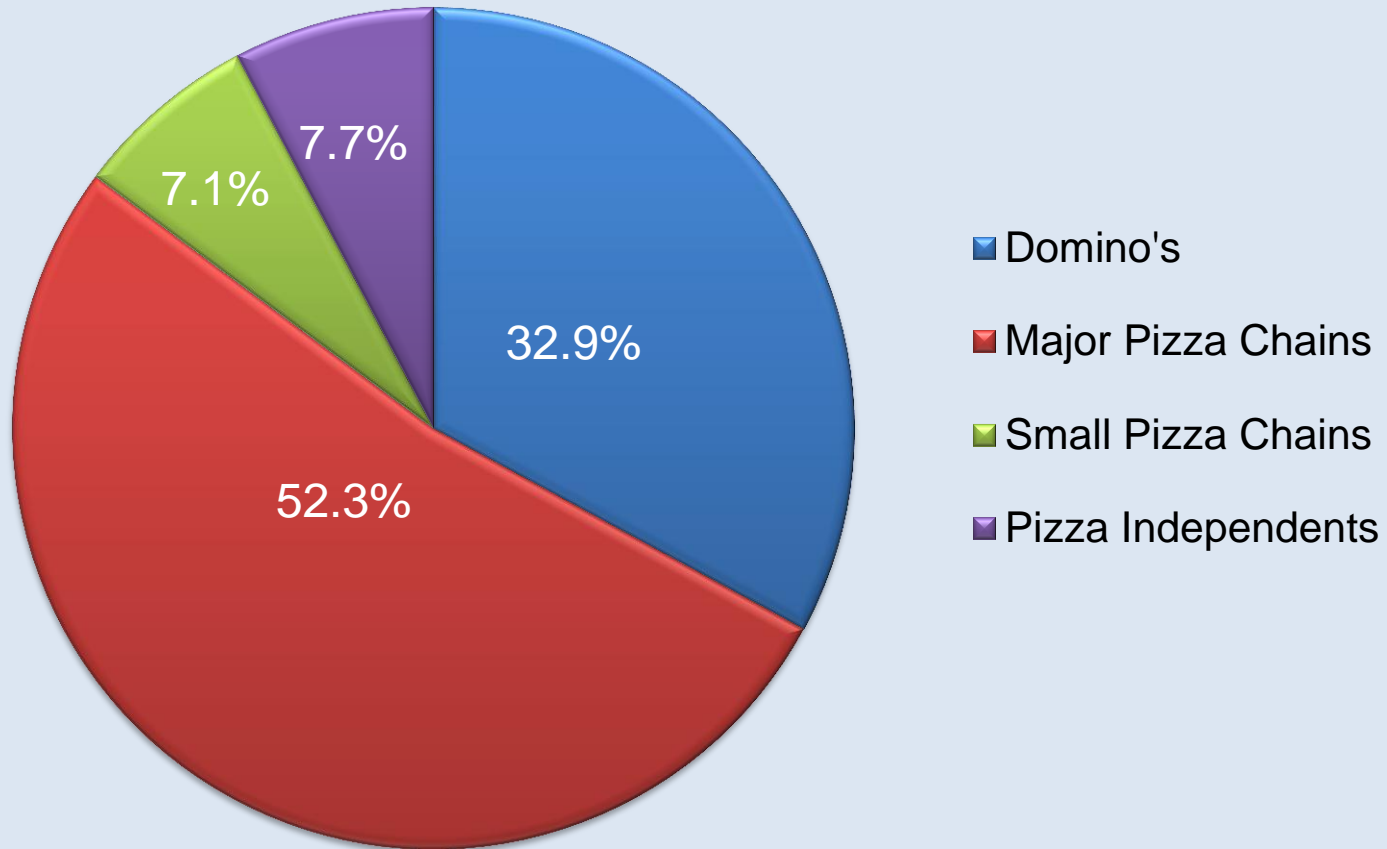
2012



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

1. The United States: A Share Game

Share of Online Dollars – QSR Pizza



2. Technology: Key to Winning



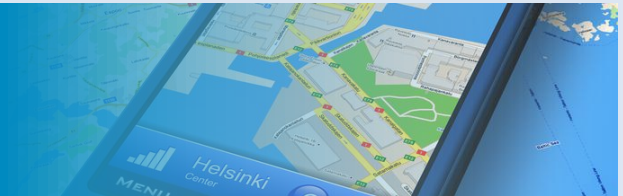
2. Technology: Key to Winning

Online marketing has influenced a restaurant visit for 38% of smartphone owners

Smartphone Use For Information On/About Restaurants
Past 4 Weeks

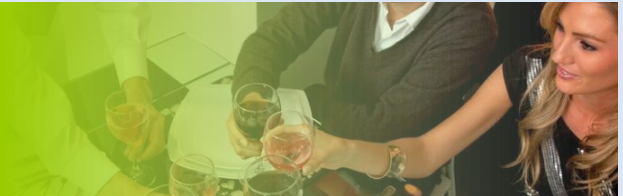
43%

Use Smartphones To
Obtain/View Restaurant
Information



38%

Indicate a Smartphone
Influenced A
Restaurant Visit



2. Technology: Key to Winning

Restaurant websites are the most popular sites for obtaining information on restaurants

Most Popular Smartphone Sites With Influences on Restaurant Visits Past 4 Week Users



% All Influenced Visits

Restaurant Website	35
Facebook	30
Google Ad/Offer	25
Groupon	22
Yelp	20
Urbanspoon	17
Restaurant Email/Text	15

2. Technology: Key to Winning

Global Technology Advantage

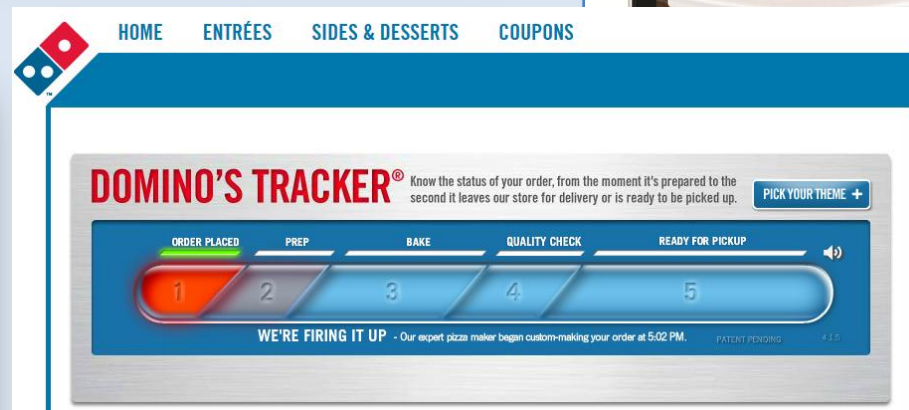
WE HAVE AN APP!



That's right Domino's Pizza fans, we now have an app for Android Phones! Use it to place an order and track your pizza in real time. Download Domino's free app today!

NO THANKS

DOWNLOAD NOW



2. Technology: Key to Winning

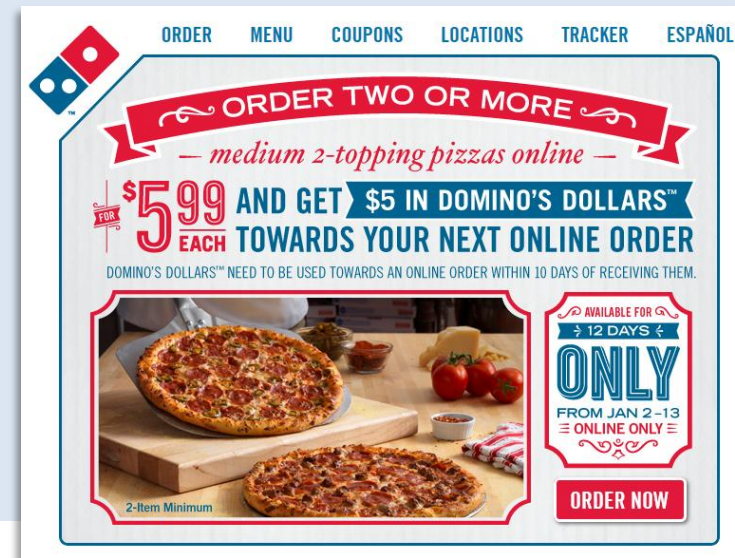
Technology's Advantages: National Window Extensions

- Our ability to combine digital and national window advertising to create much deeper consumer experiences
- Recent examples include:
 - Pizza Hero app
 - Ultimate Delivery Vehicle
 - Times Square Billboard

2. Technology: Key to Winning

Technology's Advantages: Connect Programmers with Marketers and Operators

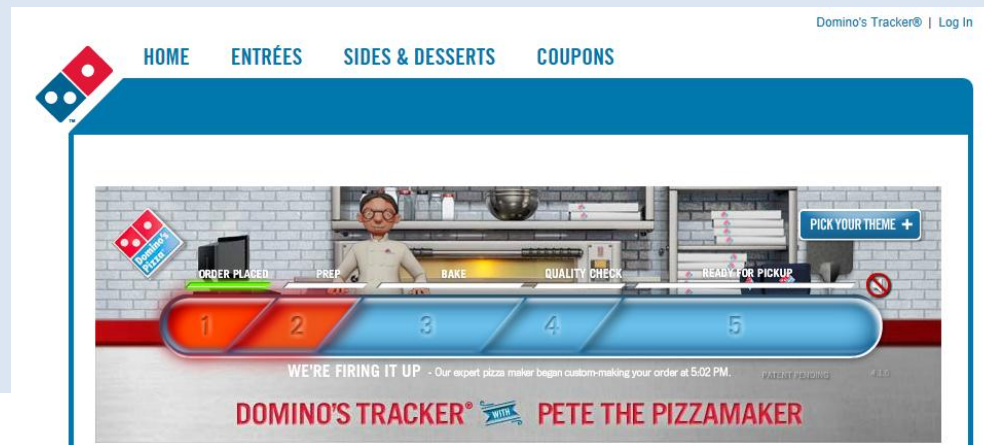
- Many unique programs wouldn't exist if both groups weren't working together under one roof, such as:
 - Global Domino's Day
 - Domino's Dollars



2. Technology: Key to Winning

Technology's Advantages: Integration

- Domino's Pulse – our integrated point of sales system
- Innovations such as Domino's Tracker:
 - Made possible by a single integrated Point of Sales (POS) system throughout all of our stores



International Growth: A Scale Game



3. International: A Scale Game

**95% of Population
Outside of the U.S.**

3. International: A Scale Game

DPZ global footprint - 5,144 stores outside the U.S.



Malaysia



Vietnam



India

3. International: A Scale Game



Store counts are as of most recent quarter in 2012. Burger King excludes Canada.

3. International: A Scale Game

A Quiz



What is the
world's largest
restaurant
company that is
not based in the
U.S.?

3. International: A Scale Game



**Enterprise
Inns (UK)**

Global Growth: Restaurant Parallels to Packaged Goods



Global Growth: Restaurant Parallels to Packaged Goods



**Regional
Brands**

**National
Brands**

**Global
Brands**

Global Growth: Restaurant Parallels to Packaged Goods

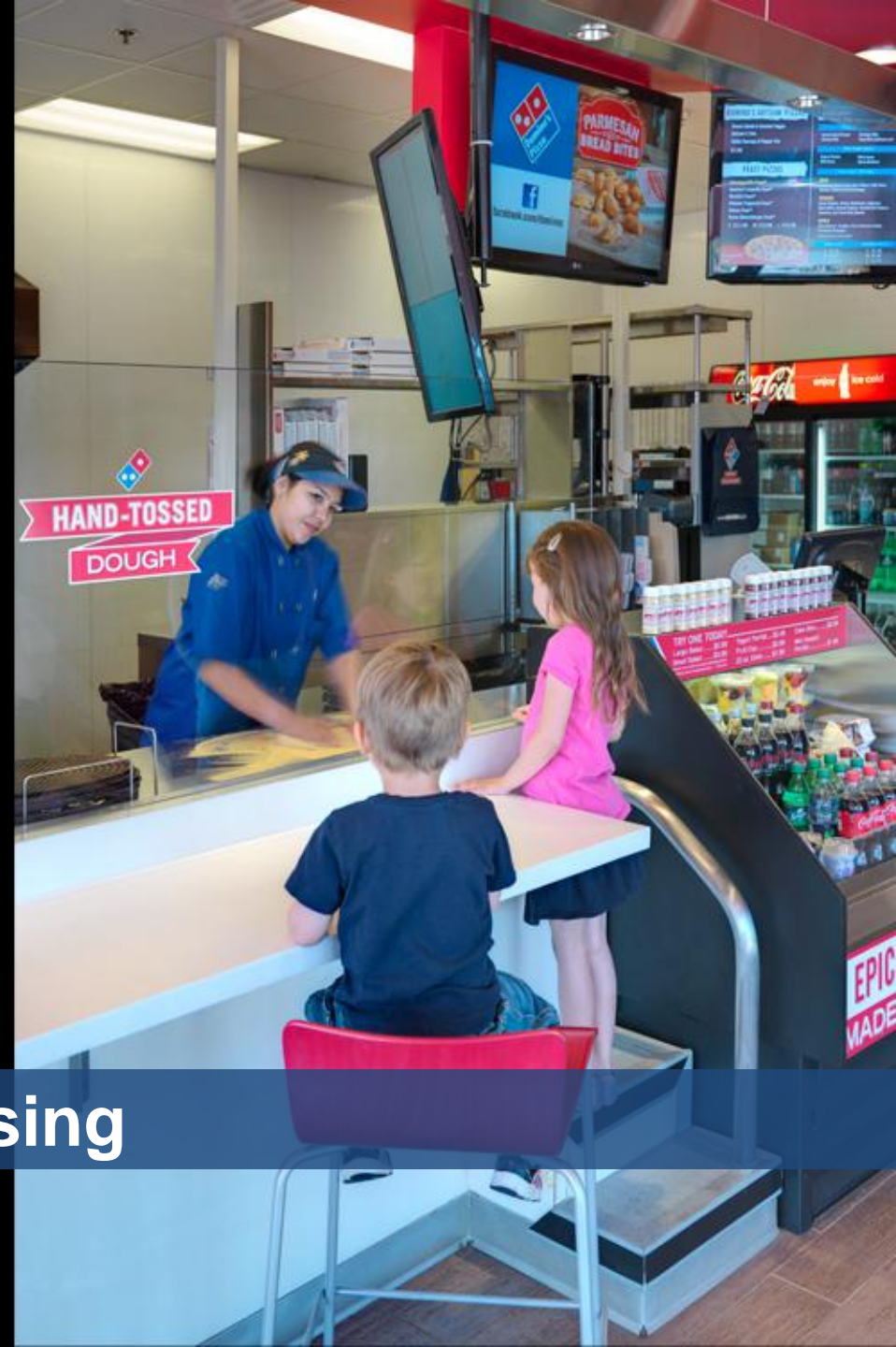


Global Growth: Restaurant Parallels to Packaged Goods

Regional Players are Already Getting Squeezed in Pizza

This Has Already Happened in Other Categories

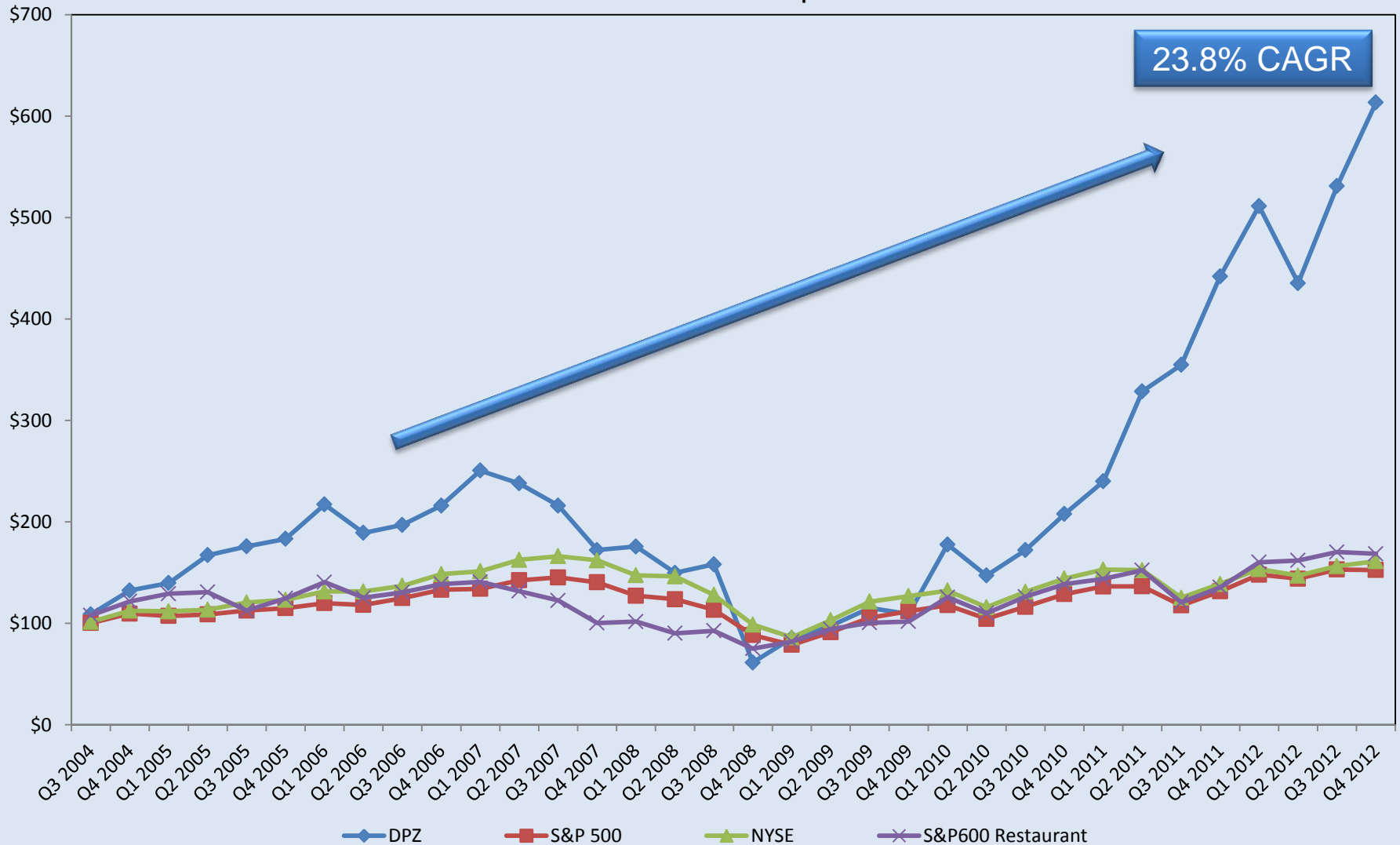
Global Players Likely to Continue Dominating the Sector – Similar to Consumer Packaged Goods



Closing

Domino's Pizza (DPZ)

Total Cumulative Return of \$100 Investment





Kevin Vasconi

Chief Information Officer



Our Technology Objectives

Invest in digital growth

Online

Mobile

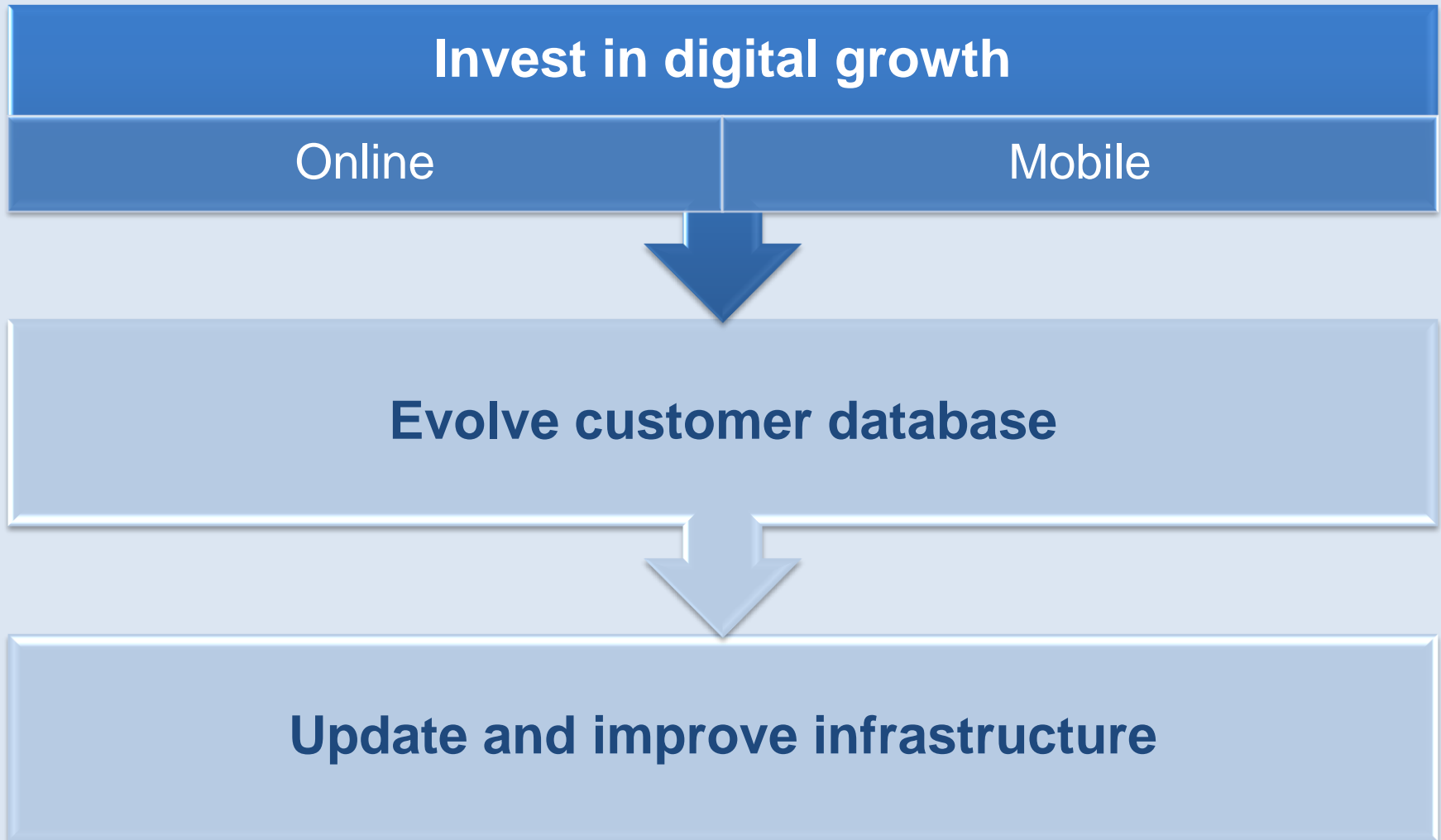


Evolve customer database



Update and improve infrastructure

Our Technology Objectives



Invest in Digital Growth

Why Invest?

Higher Ticket

Better Customer Satisfaction

Lower Cost To Serve

Competitive Advantage

Invest in Digital Growth

Why Invest?

Digital provides a ubiquitous customer relationship

We want to own the relationship:

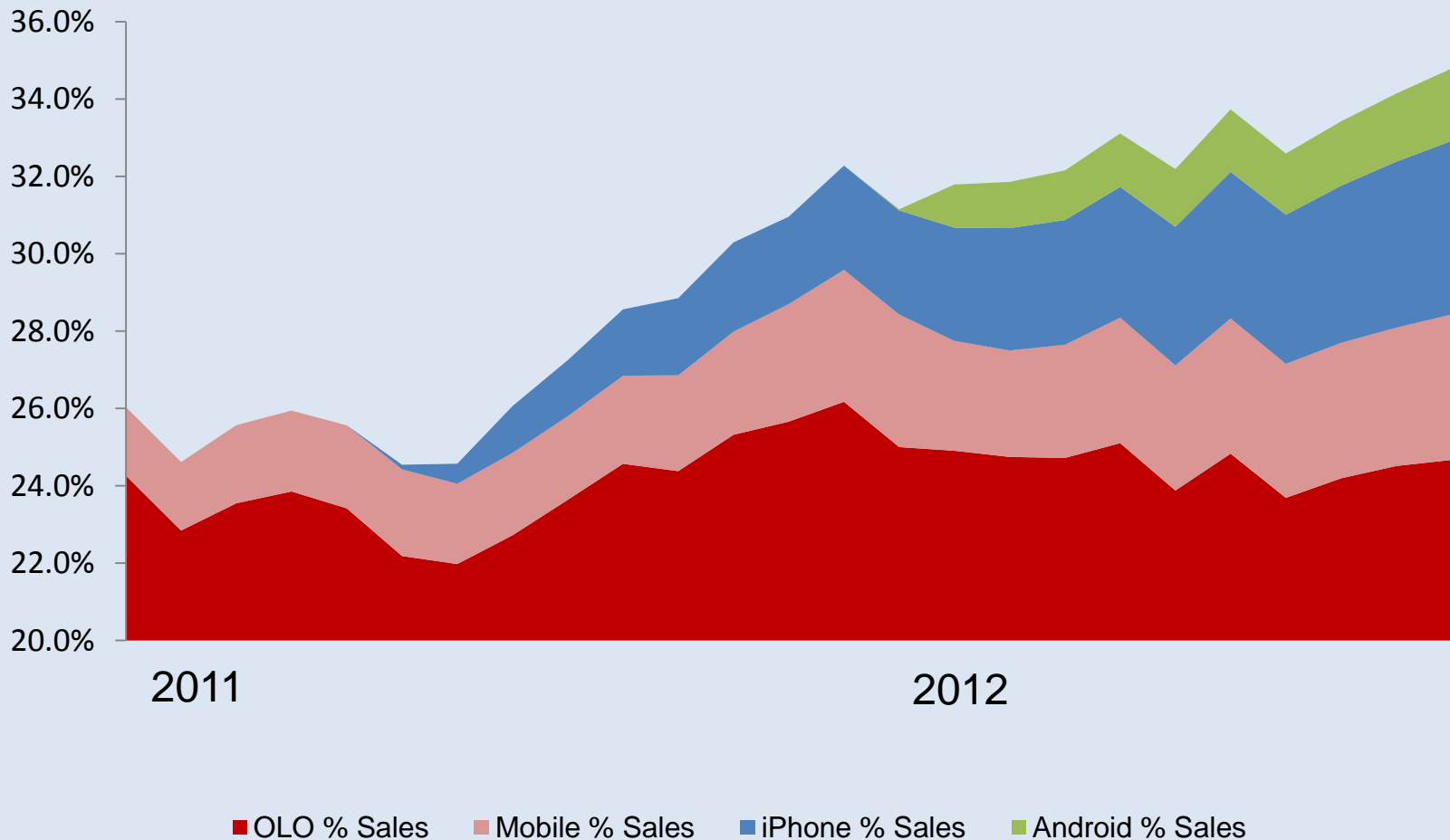
- ✓ In Mobile
- ✓ In Our Stores
- ✓ In the Car (safely)
- ✓ In the Living Room

Car – Work – Home – Store – Recreation – Education

Invest in Digital Growth

Digital orders up 27% vs. 2011

2011 – 2012 YTD



Invest in Digital Growth

Strong Global Digital Business:

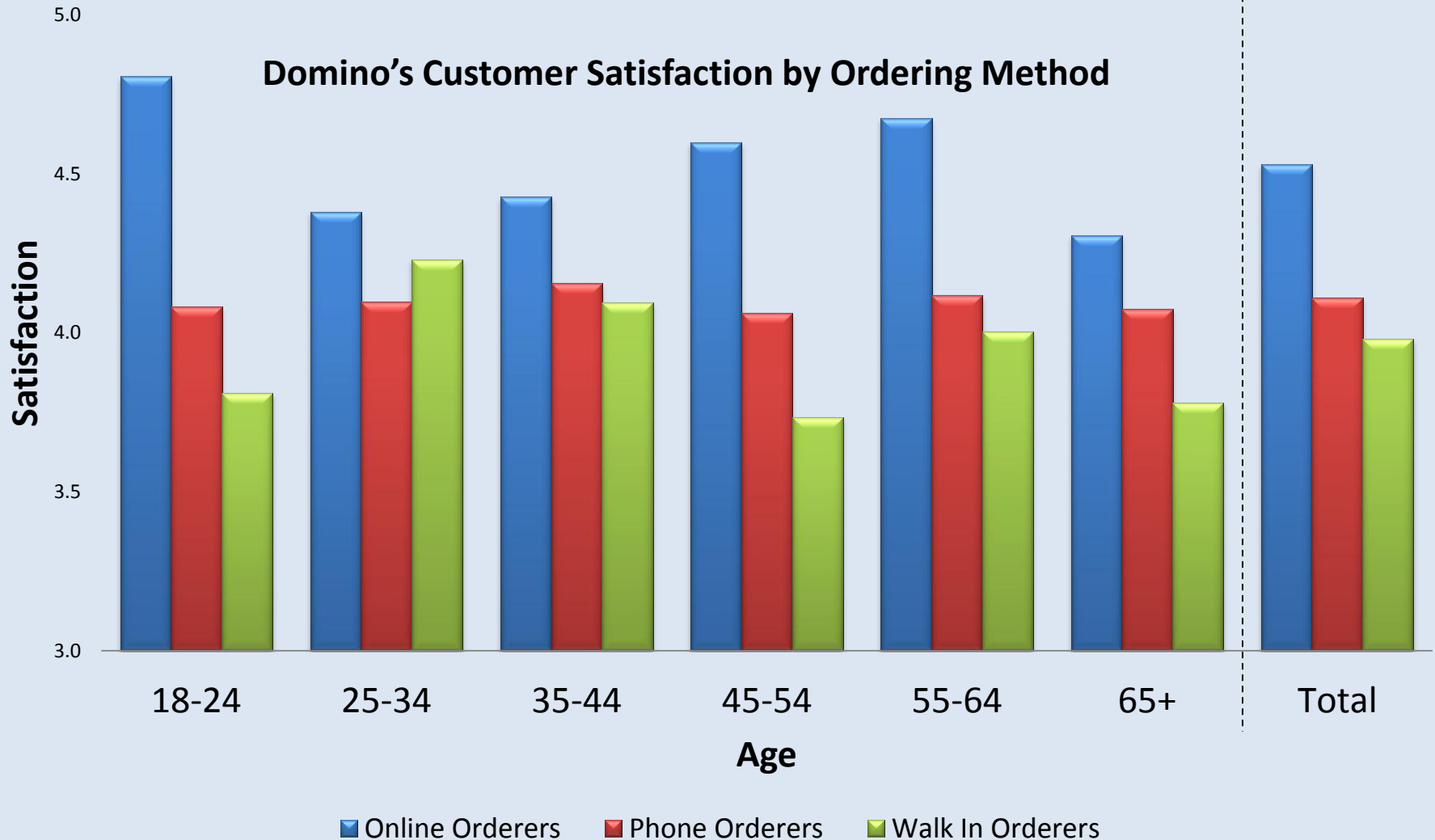
- Over \$2B in digital sales worldwide (2012)
- 23 markets more than 10% digital sales
 - 3 markets over 50% digital sales
- Mobile is the fastest growing segment

U.S. Market:

- Have reached over \$1B digital sales annually
- Over 50M orders
- Mobile fastest growing segment
- If Domino's 2011 results were ranked on Internet Retailers Top 50 list we'd be:
 - #3 in transactions
 - #31 in total digital sales

Invest In Digital Growth: Online

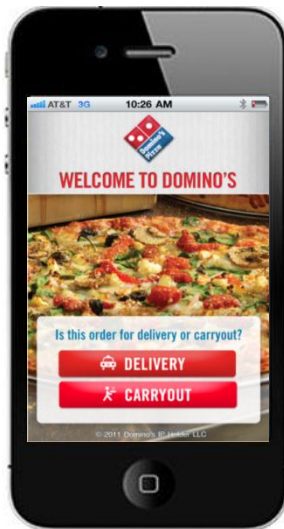
People who order online have higher satisfaction



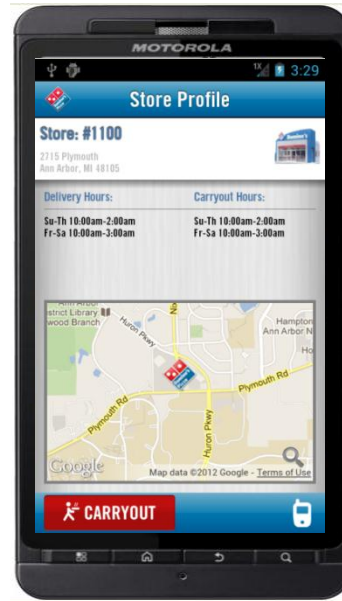
Invest in Digital Growth: Mobile

Ahead of our competitors in all rankings and reviews

iPhone



Android



Kindle



- Over 3.6 million users
- Ranked #3 in the Food and Drink Category
- 5 star customer rating

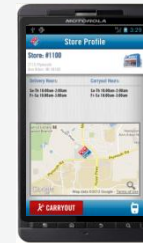
- 750,00 users
- Ranked #4 in the Lifestyle Category
- 4.8 star customer rating

- 49,000 users
- Ranked #1 in the Lifestyle Category
- 4.7 star customer rating

Invest in Digital: Mobile

iPhone users love Domino's

- Australia 5 to 1
- South Korea 4 to 3
- Japan 3 to 1
- U.S. 3 to 1
- UK 5 to 1
- India 2 to 1



US Smartphone Share:

Android	52.6%
iPhone	34.3%

World-Wide Smartphone Share:

Android	48.8%
iPhone	19.1%

Domino's Loves iPhone Users

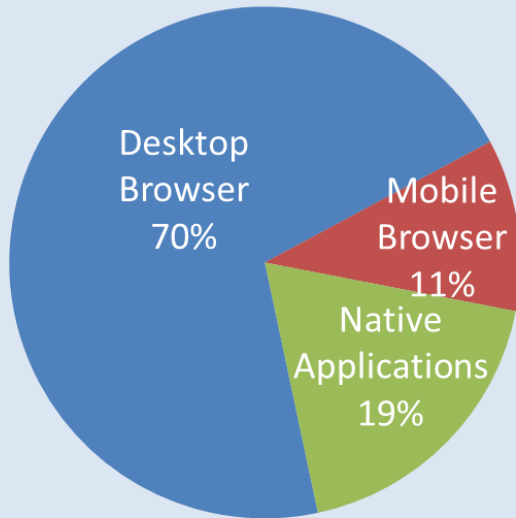
Invest in Digital Growth

As digital trends continue to evolve, so will our platform strategy...

Invest in Digital Growth

% of Digital orders

Data for 10/15 – 10/21



Responsive Web Design

RWD allows a site to provide an optimal viewing experience - easy reading and navigation with a minimum of resizing, panning and scrolling - across a wide range of devices

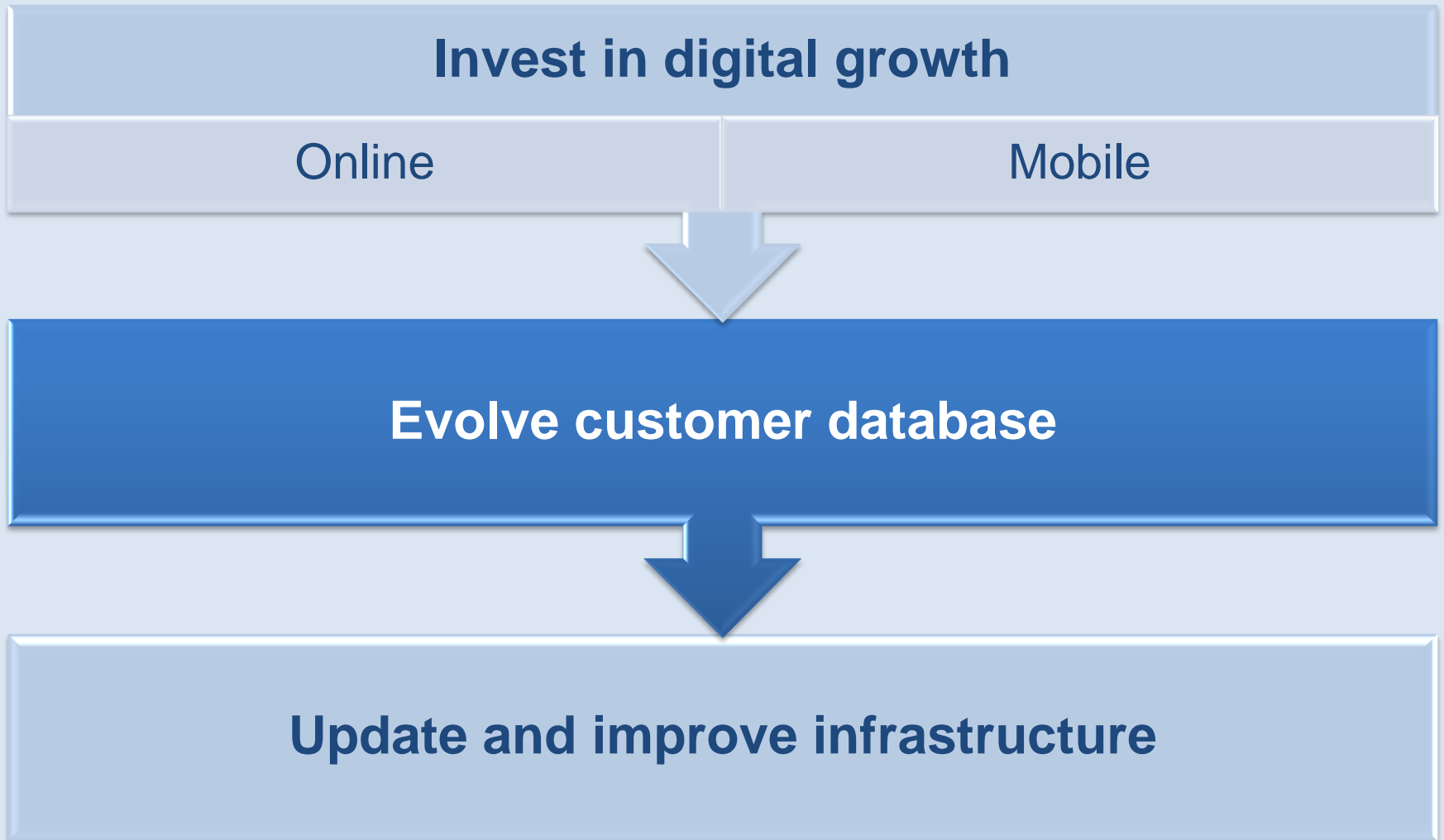


Next iPad



Native Mobile Platforms + Responsive Web Design

Our Technology Objectives



Evolve Customer Database

Driving digital sales with data



Traffic



Conversion



Ticket

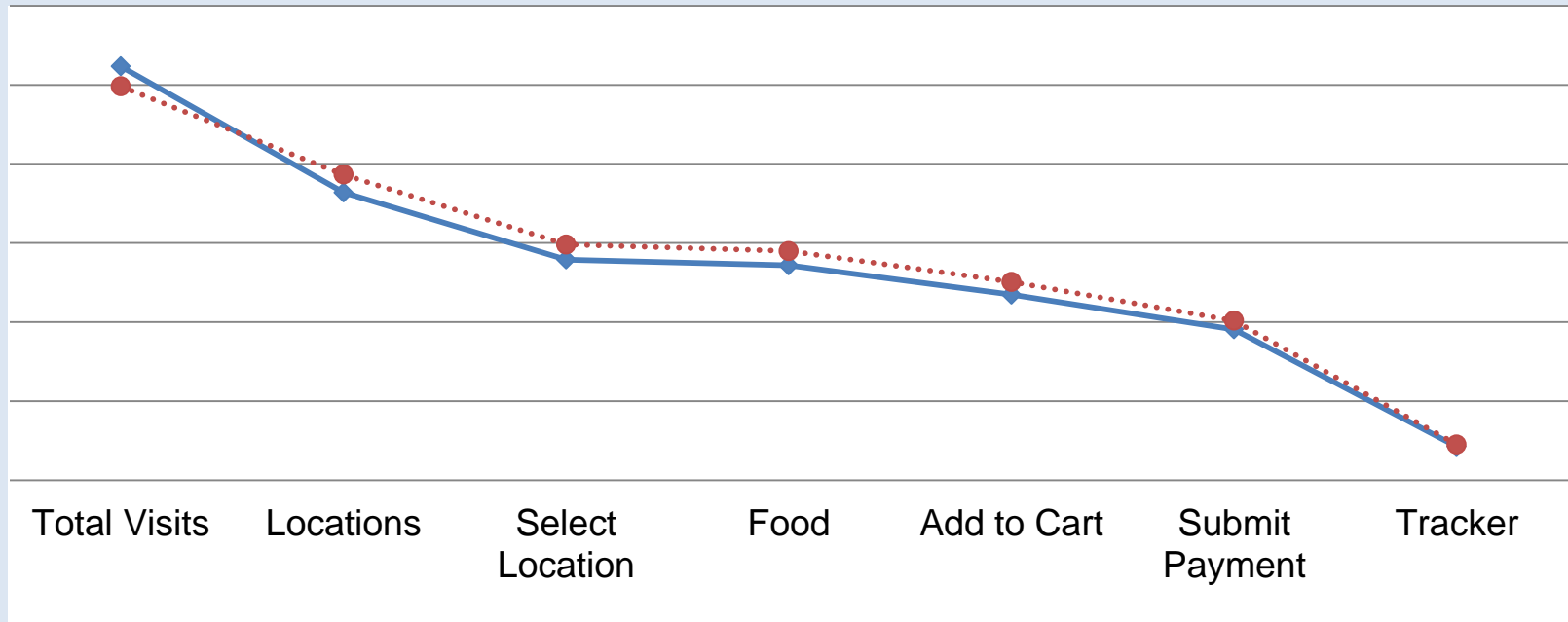
Evolve Consumer Database

AB Testing

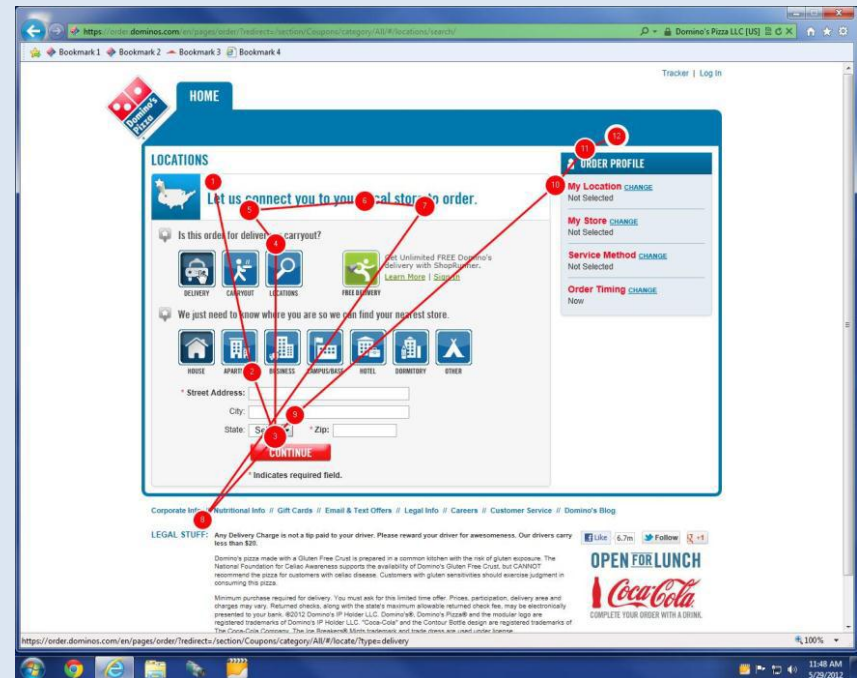
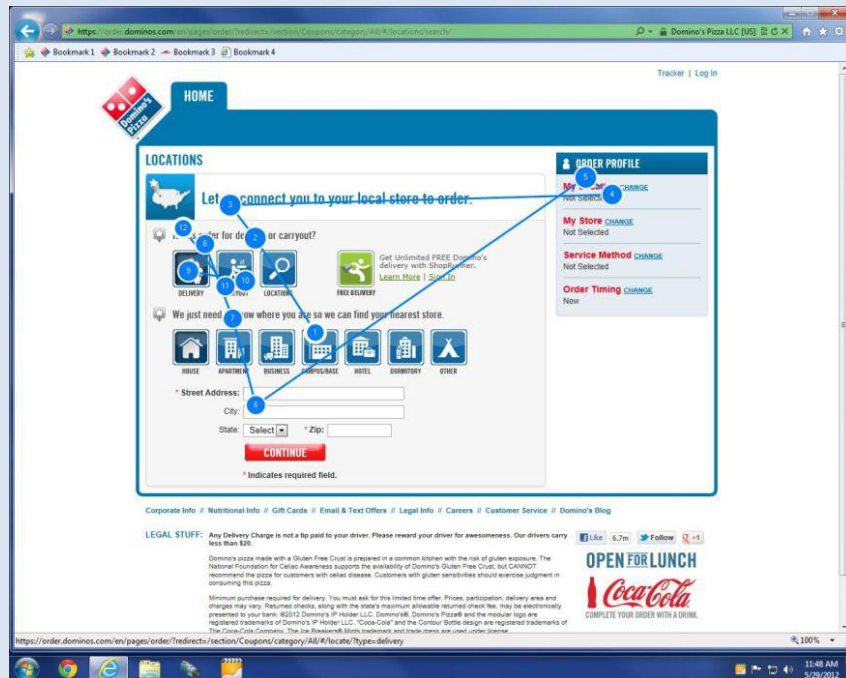
- Randomly showing a visitor one version of a page – (A) or (B) – and tracking changes in behavior
- Running test continuously; changes are based on results (e.g. flash/non flash)
- Requires web analytics infrastructure and cross-functional team
- Looking at:
 - Bounce Rate
 - Conversion Rate
 - Conversion of New Visitors
 - Conversion of Returning Visitors
 - Order Funnel Behavior

Evolve Consumer Database

Understanding the order funnel



Evolve the Customer Interface



- Traditional Focus Group with analytics
- Used advanced eye tracking capabilities
- Observed 32 online pizza consumers who ordered Domino's
- Uncovered opportunities for improvement within coupon and store locator functional that could significantly improve conversion.

Evolve Customer Database

Expand data warehouse capabilities

Improve data access and timeliness
for marketing and decision-making

- Load additional data sets into the Data Warehouse to support advanced analytics
- Provide mobile device access to Data Warehouse analytics

**Understand who our customer is
and how they want to do business with us**

Evolve Customer Database

Who is the Domino's customer – individual, household or both

Name Combinations (6)

John Vasconi

J. Kevin Vasconi

J K Vasconi

Kevin Vasconi

Lisa Vasconi

L. Vasconi

Wild Card: John S Vasconi – Melbourne Beach, FL

Wild Card: John N Vasconi

Addresses (3)

Arlington Street, Ann Arbor

Sherman Drive, Indianapolis

Frank Lloyd Wright Drive, Ann Arbor

Email Addresses (4)

kevin.vasconi@dominos.com

kevin@vasconi.net

kevin@vasconi.com

kvasconi1@yahoo.com

Land Line Phones (2)

Office

HM

Cell Phones (5)

DPZ Cell

Personal Cell

Lisa Cell

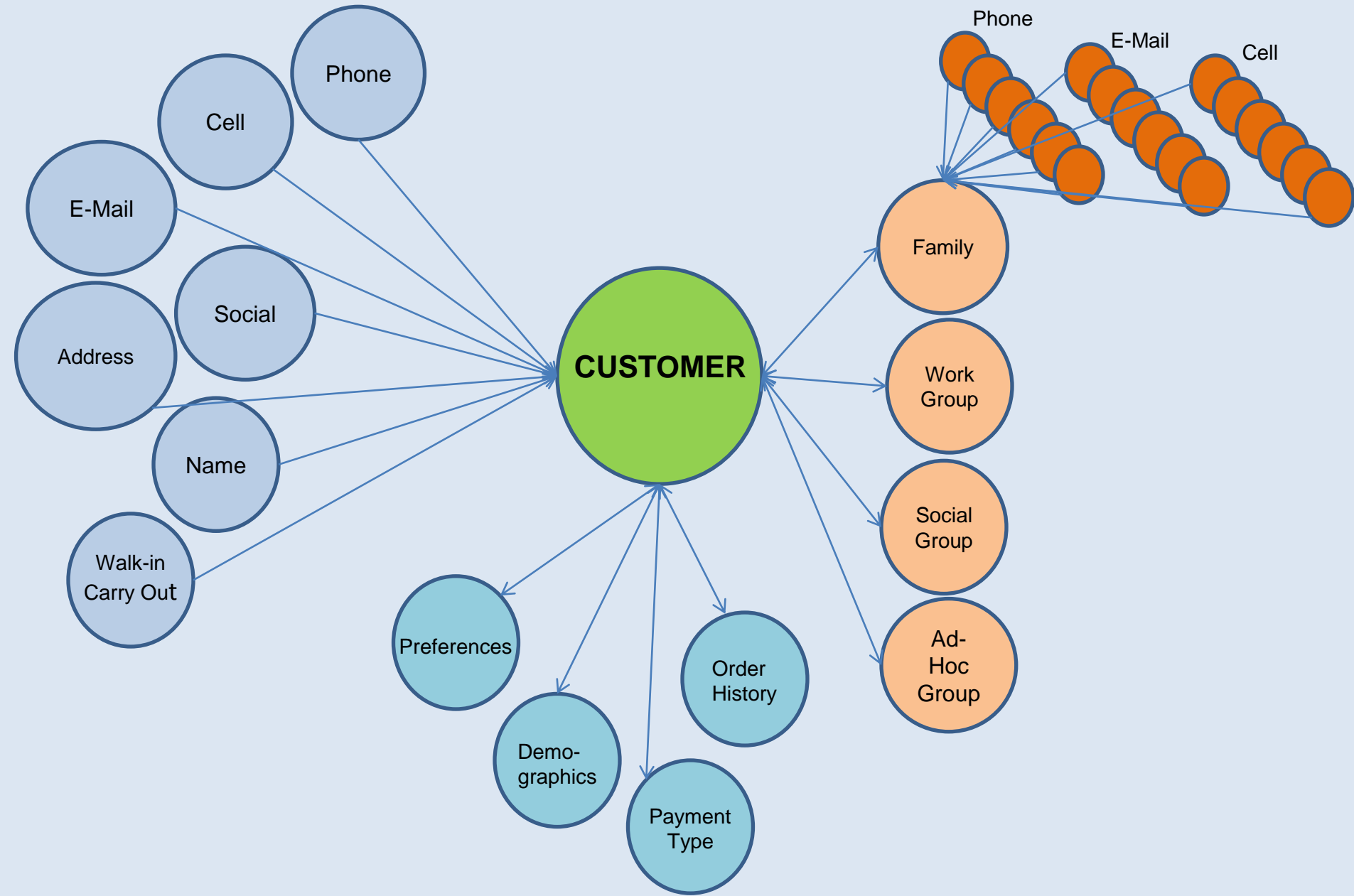
Nick Cell

Aidan Cell

Objective:

A rich, satisfying relationship with our customers, no matter what channel they want to use

What is a Domino's Customer?



Our Technology Objectives

Invest in digital growth

Online

Mobile



Evolve customer database



Update and improve infrastructure

Next Generation Pulse and OLO

First Pulse store in 2001 & the world today

2001



2012



2002 Domino's Pizza Menu

Choose your pizza.

DELUXE FEAST™.....

A mouth-watering combination of spicy pepperoni, Italian sausage, green peppers, fresh mushrooms, onions and cheese.

Medium \$14.99 Large \$18.50



.....VEGI FEAST™

A medley of fresh green peppers, onions, fresh mushrooms and black olives topped with lots of extra cheese.

Medium \$13.74 Large \$16.99



.....MEATZZA FEAST™

Slice after slice of pepperoni, ham, Italian sausage and beef topped with an extra layer of cheese.

Medium \$13.74 Large \$16.99



.....EXTRAVAGANZZA FEAST™

Lots of pepperoni, ham, Italian sausage, beef, onion, green peppers, fresh mushrooms and black olives with extra cheese.

Medium \$16.24 Large \$19.99



.....HAWAIIAN FEAST™

Succulent Hawaiian pineapple and slices of ham, topped with an extra layer of cheese.

Medium \$13.74 Large \$16.99



PEPPERONI FEAST™.....

Lots and lots of pepperoni plus loads of cheese.

Medium \$13.74 Large \$16.99



Or create your own!



Choose your favorite crust & size...

	MEDIUM	LARGE
CHEESE	\$9.99	\$12.49
1-TOPPING	\$11.24	\$13.99
ADDITIONAL TOPPINGS	\$1.25	\$1.50

...then add your favorite toppings.

MEAT	VEGETABLES	AND MORE
Pepperoni	Fresh Mushrooms	Pineapple
Beef	Onions	Double Cheese
Italian Sausage	Green Peppers	Jalapeños
Bacon	Fresh Tomatoes	Garlic
Grilled Chicken	Black Olives	

Also available.

Fresh Express™ Ranch Salad Kit

A blend of fresh lettuces and vegetables with real buttermilk ranch dressing and crispy herb crostons included.

\$2.99



Get the door.

It's Domino's.

Make it a meal!

New!

.....DOMINO'S PIZZA BUFFALO CHICKEN KICKERS™

Tender cuts of all white chicken breast with a kick of Buffalo flavor baked right in. Includes Hot Sauce and Blue Cheese for dipping.

10 Piece \$5.99 20 Piece \$11.99 30 Piece \$17.97



BUFFALO WINGS.....

Big, juicy wings in Hot, Barbecue or Regular flavor. With Ranch or Blue Cheese for dipping.

10 Piece \$5.99 20 Piece \$11.99 30 Piece \$17.97



BREADSTICKS.....

8 breadsticks baked to a golden brown. Includes Marinara Sauce for dipping.

\$2.99



CHEESY BREAD.....

Smothered with cheddar and mozzarella cheese, then baked to perfection. Includes Marinara Sauce for dipping.

\$4.49

8 per order



.....CINNASTIX™

Sprinkled with cinnamon and sugar. Includes sweet vanilla icing.

\$3.99

8 per order



.....DRINKS

Choose from Coke®, Diet Coke® or Sprite®

12-Oz. Can 92¢

2-Liter Bottle \$2.79



2012 Domino's Pizza Menu

CHOOSE YOUR SPECIALTY PIZZA

DOMINO'S ARTISAN™ PIZZAS

Serves 2 \$7.99

Chicken & Bacon Carbonara

An inspired blend of our robust marinara and Alfredo sauce, grilled chicken breast, smoked bacon, cheese, sliced tomatoes and a dash of oregano on an artisan-style crust.

Spinach & Feta

Alfredo sauce, feta and Parmesan Asiago cheeses, fresh baby spinach and fresh onion toppings. All balanced and baked to perfection on an artisan-style crust.

Tuscan Salsami & Roasted Veggie

Ideal proportions of salami, fresh spinach, fresh onions, roasted red peppers, banana peppers, and a dash of oregano, all over a garlic Parmesan sauce on an artisan-style crust.

Italian Sausage & Pepper Trio

Parmesan Asiago cheese and sliced Italian sausage complemented by a trio of fresh green peppers, banana peppers and roasted red peppers on an artisan-style crust, topped with a dash of oregano.

DOMINO'S AMERICAN LEGENDS™

medium \$12.49 large \$16.49 x-large (Brooklyn-Style Only) \$17.49

Honolulu Hawaiian

Sliced ham, smoked bacon, pineapple and roasted red peppers, cheeses made with 100% real mozzarella and provolone on a cheesy Parmesan Asiago crust.

Fiery Hawaiian™ (not shown)

Sliced ham, smoked bacon, pineapple, roasted red peppers, hot sauce, jalapenos, cheeses made with 100% real mozzarella and provolone on a cheesy Parmesan Asiago crust.

Philly Cheese Steak

Tender slices of steak, fresh onions, fresh green peppers and fresh mushrooms with provolone and American cheeses on a cheesy provolone crust.

Cell Chicken Bacon Ranch™

Grilled chicken breast, white sauce, smoked bacon, tomatoes, cheeses made with 100% real mozzarella and provolone on a cheesy provolone crust.

Wisconsin 6 Cheese (not shown)

Cheeses made with 100% real mozzarella, feta, provolone, cheddar, Parmesan and Asiago cheeses, sprinkled with oregano on a cheesy Parmesan Asiago crust.

Pacific Veggie

Roasted red peppers, fresh baby spinach, fresh onions, fresh mushrooms, tomatoes, black olives, cheeses made with 100% real mozzarella, feta and provolone, sprinkled with garlic herb seasoning on a cheesy Parmesan Asiago crust.

Hungary BBQ Chicken

Grilled chicken breast, BBQ sauce, fresh onions, cheeses made with 100% real mozzarella, provolone and cheddar on a cheesy cheddar crust.

Buffalo Chicken (not shown)

Grilled chicken breast, hot sauce and fresh onions with provolone, American and cheddar cheeses on a cheesy cheddar crust.

Cheesy crusts are not available on thin crusts.

FEAST PIZZAS

medium \$13.49 large \$16.49 x-large (Brooklyn-Style Only) \$17.49

ExtravaganZZa Feast™

Loads of pepperoni, ham, Italian sausage, beef, fresh onions, fresh green peppers, fresh mushrooms and black olives topped with extra cheese made with 100% real mozzarella.

Deluxe Feast™

Loaded with pepperoni, Italian sausage, fresh green peppers, fresh mushrooms, fresh onions and cheese made with 100% real mozzarella.

Ultimate Pepperoni Feast™ (not shown)

Made with thin layers of pepperoni sandwiched between cheeses made with 100% real mozzarella, Parmesan, Asiago, provolone and sprinkled with oregano.

MeatZZa Feast™

Loaded with pepperoni, ham, Italian sausage and beef with extra cheese made with 100% real mozzarella.

America's Favorite Feast™ (not shown)

Loaded with pepperoni, Italian sausage, fresh mushrooms and cheese made with 100% real mozzarella.

Bacon Cheeseburger Feast™ (not shown)

Smoked bacon, beef, cheese made with 100% real mozzarella and topped with cheddar cheese.

BUILD YOUR OWN PIZZA

	small	medium	large	x-large (Brooklyn-Style Only)
Cheese Pizza/Topping	\$7.99	\$9.99	\$12.99	\$13.99
Additional Toppings	\$1.29	\$1.49	\$1.69	\$1.99
Deep Dish Extra	N/A	\$1.00	\$1.49	N/A

CHOOSE YOUR CRUST

Crunchy Thin Crust

Ultimate Deep Dish

Brooklyn-Style

Gluten Free Crust*

\$3 more. Available only in small.

CHOOSE YOUR TOPPING

meat

Pepperoni
Ham
Beef
Italian Sausage
Sliced Italian Sausage
Bacon
Premium Chicken
Hard Salami
Patty Steaks

vegetables

Fresh Mushrooms
Fresh Onions
Fresh Green Peppers
Fresh Spinach
Black Olives
Jalapeno Peppers
Tomatoes
Banana Peppers
Roasted Red Peppers

other

Pineapple
Extra Cheese
Shredded Cheddar Cheese
Shredded Provolone Cheese
Feta Cheese
Shredded Parmesan Cheese

DOMINO'S® PENNE PASTA

ALL PASTA VARIETIES ARE PREPARED TO YOUR TASTE AND BAKED TO PERFECTION.

Mac-n-Cheese

A powerful blend of melted cheeses mixed with penne pasta and baked to creamy perfection. **\$5.99**

Italian Sausage Marinara

Penne pasta baked in a zesty tomato basil marinara sauce with Italian sausage, a blend of Italian seasonings and provolone cheese. **\$6.99**



Chicken Alfredo

Grilled chicken breast and Alfredo sauce mixed with penne pasta and baked to creamy perfection. **\$6.99**



Chicken Carbonara

Grilled chicken breast, smoked bacon, fresh onions and fresh mushrooms mixed with penne pasta and baked to perfection with creamy Alfredo sauce. **\$6.99**



Pasta Primavera

Fresh spinach, sliced tomatoes, fresh mushrooms and fresh onions, mixed with penne pasta and baked with a creamy Alfredo sauce. **\$6.99**

Build Your Own Domino's® Penne Pasta

Choose a sauce and up to 3 ingredients from more than a dozen meat or vegetable toppings. **\$6.99**

Available with the bread bowl for \$1 more.

CHOOSE A SIDE!

Boneless Chicken

Spicy breaded with savory herbs, made with 100% white whole breast meat. Customize with your choice of dipping sauce: Sweet Mango Habanero, BBQ, Kickin' Hot Sauce, Blue Cheese, Marinara or Ranch. 8 for **\$5.99** 14 for **\$9.99** 40 for **\$27.99**

Wings

Marinated and oven baked and then sauced with your choice of Hot, Sweet Mango Habanero or BBQ sauce. 8 for **\$5.99** 14 for **\$9.99** 40 for **\$27.99**

Stuffed Cheesy Bread

Oven baked breadsticks stuffed with cheese and covered in a blend of cheese made with 100% mozzarella and cheddar. Seasoned with a sprinkling of garlic, parsley and Romano cheese. Try all 3 Cheese only, Spinach & Feta or Bacon & Jalapeno. 8 pieces of delicious, cheesy indulgence. **\$5.99**



Parmesan Bread Bites

Oven baked, bite-size breadsticks lightly sprinkled with Parmesan Asiago cheese and seasoned with garlic and more Parmesan. Available in 16-piece or 32-piece orders. 16-piece **\$2.99** 32-piece **\$5.00**

Add marinara or your favorite dipping sauce for an additional charge.

Breadsticks

Homemade breadsticks baked to a golden brown, seasoned with a savory blend of garlic, Romano cheese and parsley. Served with a tub of marinara. 8 per order **\$4.49**

DESSERTS

Cinn Stix™

Oven baked breadsticks sprinkled with cinnamon and sugar. Served with a side of sweet icing. 8 per order **\$4.49**

Chocolate Lava Crunch Cakes

Oven baked chocolate cakes, crunchy on the outside with molten chocolate fudge on the inside. Enjoy an order of two. **\$3.99**

Extra Dipping Sauce \$0.49 each
Ranch, Marinara, Garlic or Sweet Mango Habanero

DRINKS

3-Liter Bottle \$2.49

Choose from Coca-Cola®, Diet Coke®, Sprite®, Bang® Root Beer or Minute® Fruit Lemonade.

20oz. Bottle \$1.99

Choose from Coca-Cola®, Diet Coke®, Sprite®, Bang® Root Beer or Dashi® Water.



ORDER NOW AT DOMINOS.COM

OPEN FOR LUNCH

OVEN BAKED SANDWICHES

Chicken Bacon Ranch

Grilled chicken breast, smoked bacon, creamy ranch and provolone cheese. On artisan bread and baked to a golden brown. **\$5.99**



Chicken Farm

Grilled chicken breast, tomato basil marinara, Parmesan Asiago and provolone cheese. On artisan bread and baked to a golden brown. **\$5.99**

Italian

Pepperoni, salami and ham topped with banana peppers, fresh green peppers, fresh onions and provolone cheese. On artisan bread and baked to a golden brown. **\$5.99**

Philly Cheese Steak

Tender slices of steak, American and provolone cheeses, fresh onions, fresh green peppers and fresh mushrooms. On artisan bread and baked to a golden brown. **\$5.99**



Buffalo Chicken With Blue Cheese

Grilled chicken breast, creamy blue cheese sauce, fresh onions, hot sauce, cheddar and provolone cheeses. On artisan bread and baked to a golden brown. **\$5.99**

Madkemonen Veggie

Roasted red peppers, banana peppers, sliced tomatoes, fresh baby spinach, fresh onions, feta, provolone and American cheese. On artisan bread and baked to a golden brown. **\$5.99**



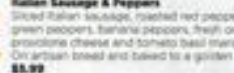
Sweet & Spicy Chicken Habanero

Grilled chicken breast, pineapple, jalapenos, sweet mango habanero sauce, provolone and cheddar cheeses. On artisan bread and baked to a golden brown. **\$5.99**



Italian Sausage & Peppers

Sliced Italian sausage, roasted red peppers, fresh green peppers, banana peppers, fresh onions, provolone cheese and Schioto basil marinara. On artisan bread and baked to a golden brown. **\$5.99**



Update and Improve Infrastructure

Build the next generation Pulse system to meet future operational and marketing needs

Single, global,
unicode, code
base

Managed like a
commercial
software
product
(published 3
year cycle
plans)

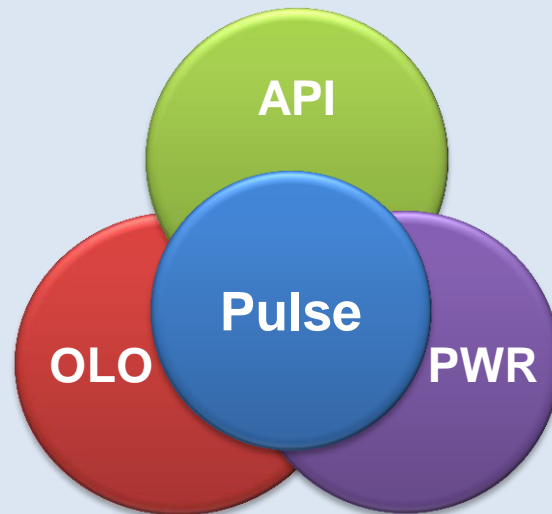
Underlying
architecture is
SOA to support
cloud in the
future

Continue to
enhance Pulse
to address
international
growth

Upgrade and Improve Infrastructure

Drive International Growth

- Unicode Pulse now available
- OLO platform for mid-markets
- Operational Reporting Platform (PWR)
- Pulse API for large markets



Upgrade and Improve Infrastructure

U.S. Stores	International Stores	Total Countries Installed
4,846	2,628	38



Additional Countries Scheduled to be Installed Include:



Upgrade and Improve Infrastructure

The Goal of Infrastructure and Security is to Ensure Online Ordering is Always Available

Components to OLO Availability:

- Systems Uptime & User Experience (i.e. Performance)
- Credit Card Processing - Availability & Redundancy
- Security Threats – “Hacking”

As We Grow Digital Ordering the Systems Cannot Go Down

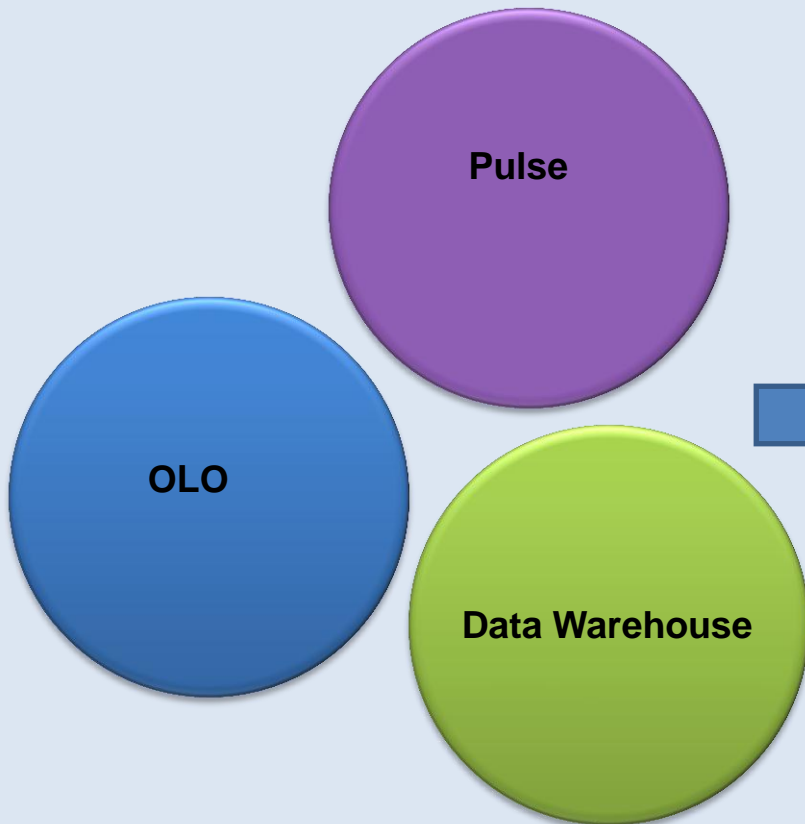
Upgrade and Improve Infrastructure

Infrastructure and Security Investments

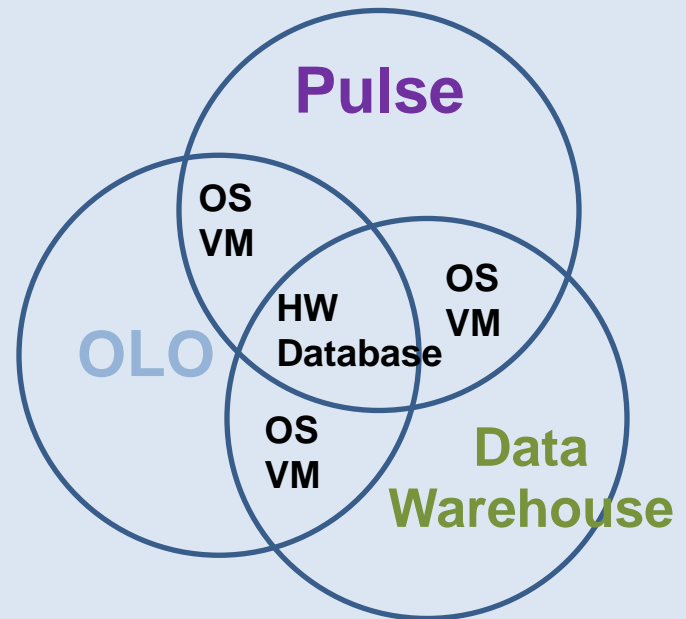
- **Ensure online ordering is highly available**
 - N+1 Design
 - Design philosophy eliminates single points of failure
 - Applications, networking, servers and data center all have redundancy
 - Capacity Planning
 - Semi-annual load test entire online environment to Super Bowl levels
 - Internet connections and compute capacity are increased as traffic increases
- **Enhanced security program to address a multiple threat environment**
 - Augment our team with external security expertise & services
 - Deploy advanced tools and services for DDos threats

Domino's: Leveraging Technology

Where We Are Now



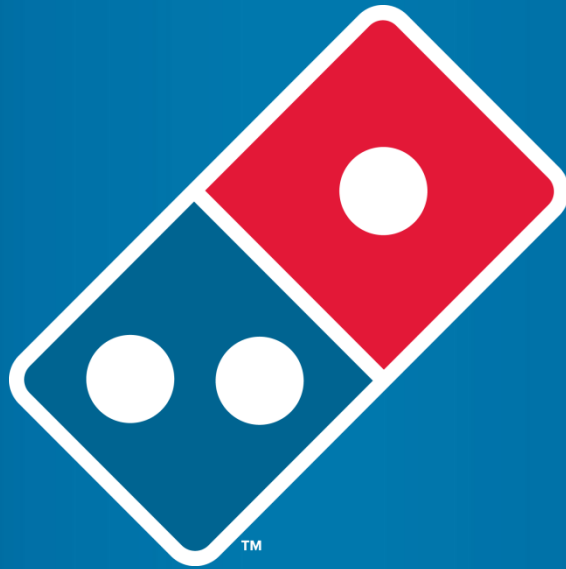
Where We Are Going



**Consolidate Platforms, Drive Standards, Retire Legacy Systems,
Use Commodity Hardware**

Domino's Digital Vision

Video



Richard Allison
Executive Vice President, International



2012 Has Been A Year of Important Milestones

Q1

- France opened 200th store

Q2

- Domino's Pizza Enterprises opened 900th store
- Domino's Pizza opened 5,000th international store

Q3

- India opened 500th store
- Turkey opened 250th store
- Domino's Pizza opened 10,000th store worldwide

Q4

- UK opened 700th store
- Alamar Foods (MENAP) opened 200th store
- Malaysia opened 100th store
- Brazil opened 60th store

Executive Summary

Diversified Growth Portfolio of Regions, Markets and Franchisees

Key Business Drivers Are Strong

We Play in a Very Attractive Market

Positioned Well for Future Growth in a Variety of Markets

Must Manage Several Challenges as we Look Forward

Today's Objectives

Overview of Recent Performance

Industry Outlook

Runway for Growth

Today's Objectives

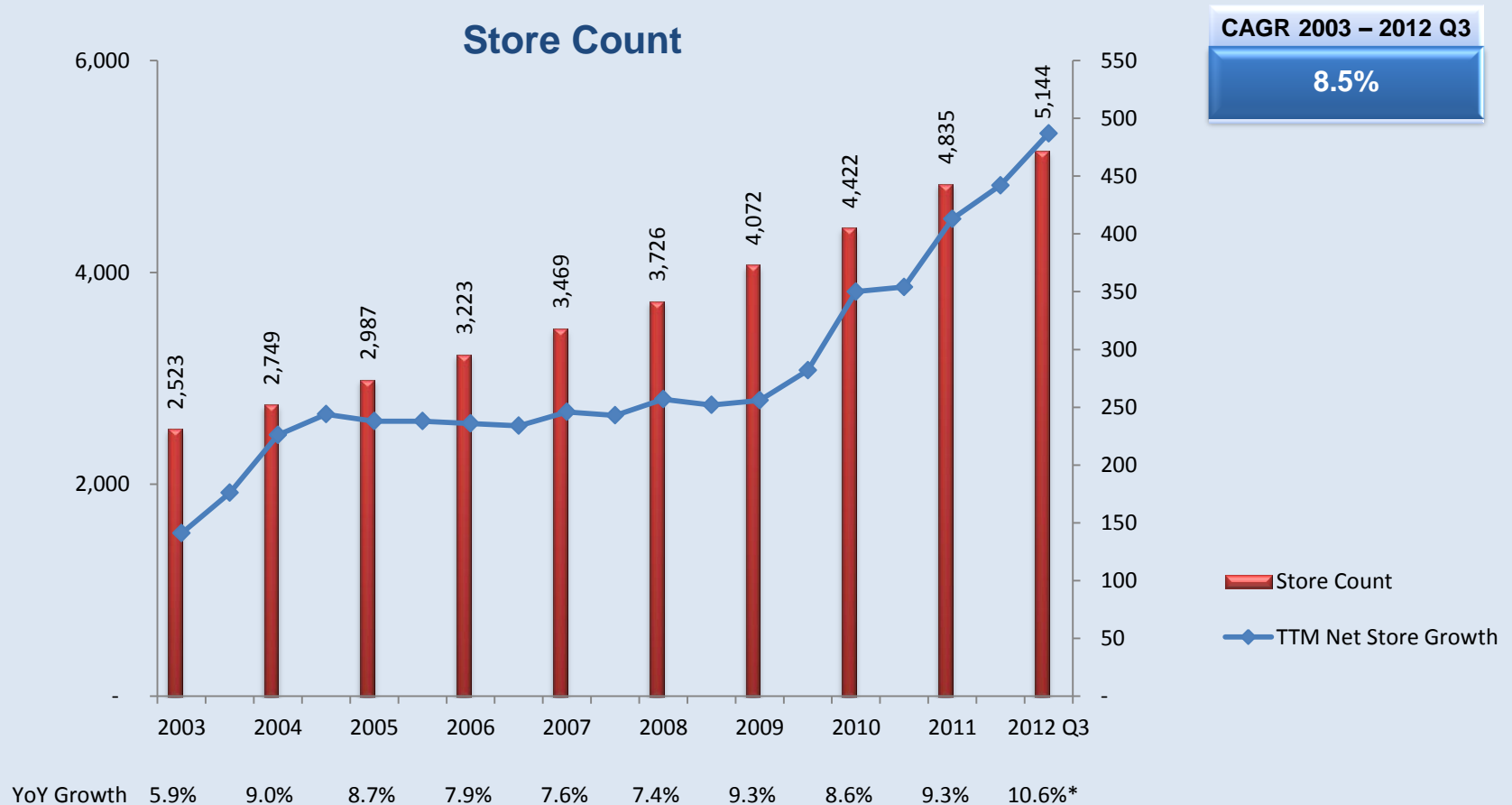
Overview of Recent Performance

Industry Outlook

Runway for Growth

Overview of Recent Performance

Store count more than doubled since 2003 - pace of growth has accelerated

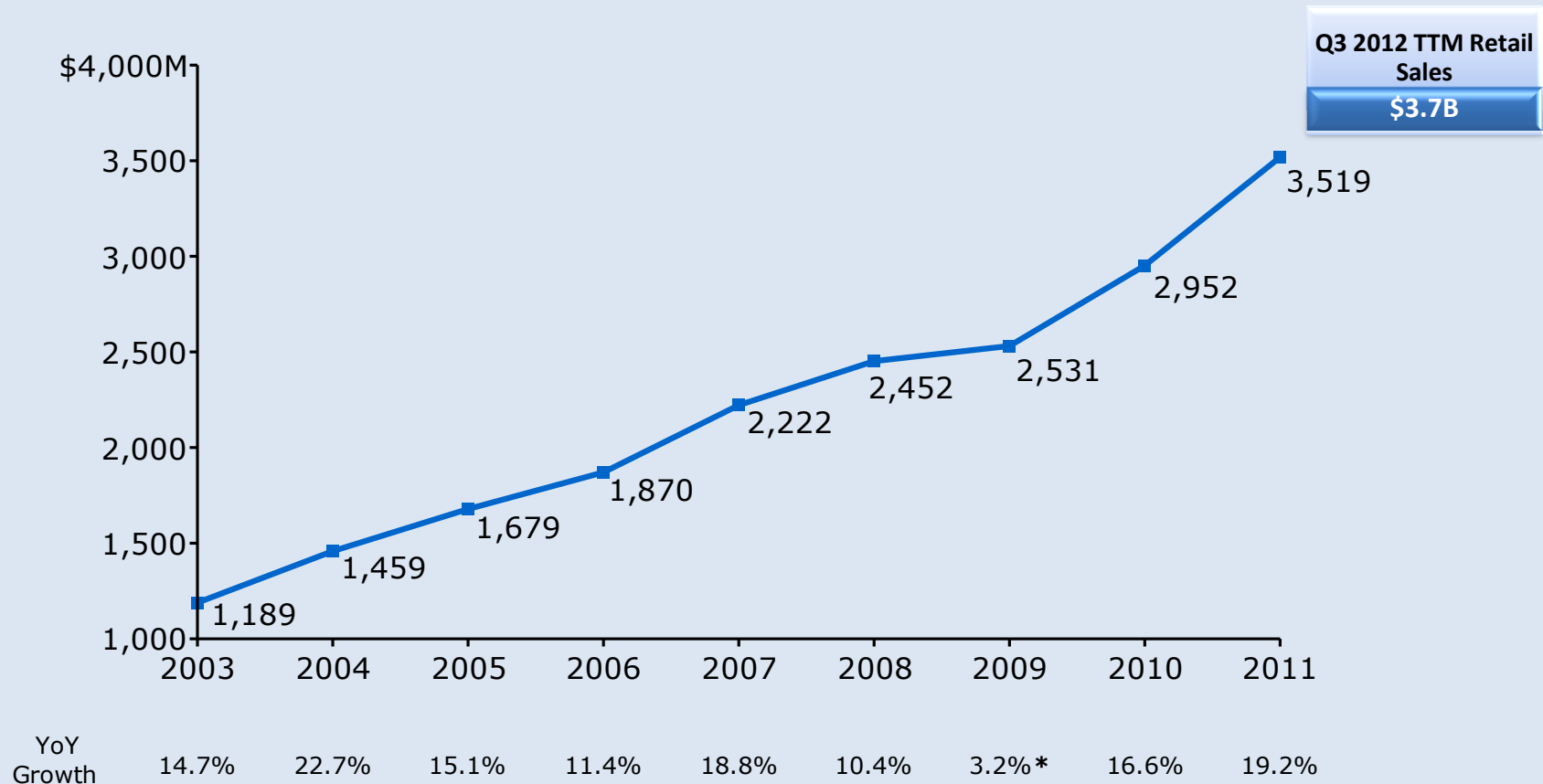


*vs Q3 2011

Overview of Recent Performance

Retail sales surpassed \$3.5B; grown at 14.5% CAGR over last eight years

Retail Sales



* Negatively Impacted by FX

Overview of Recent Performance

FX has helped over the long term

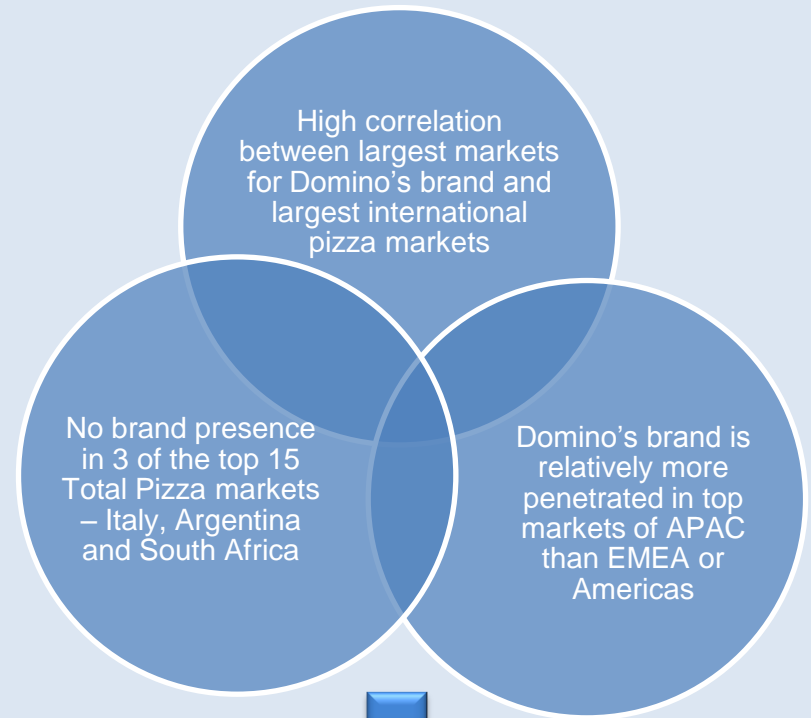
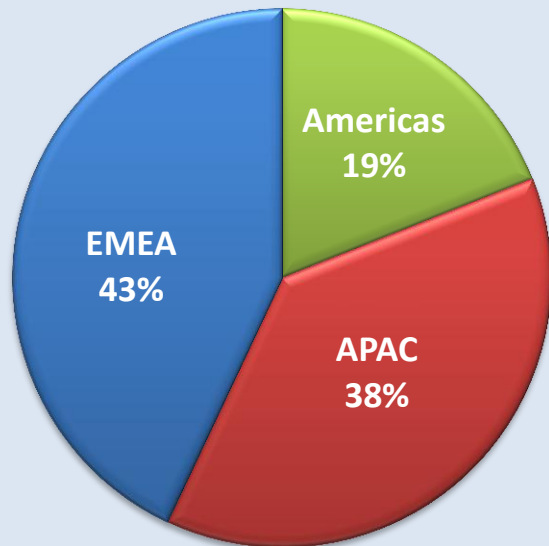


Note: Domino's FX Index is based on a weighted basket of our top 10 currencies.

Overview of Recent Performance

Retail Sales are diversified across our three operating regions

DPII 2012 Q3 YTD Retail Sales
by Region (Millions)

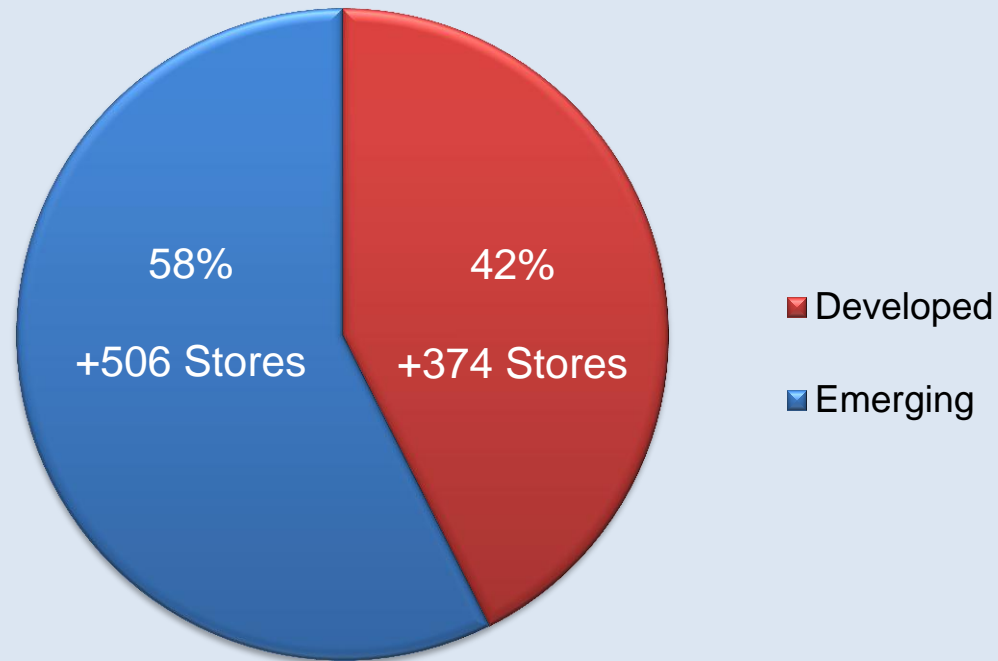


**Opportunity for significant growth
in all regions**

Overview of Recent Performance

Growing store base in both emerging and developed economies

2-Year Net Store Growth Q3 2012 vs. Q3 2010



Overview of Recent Performance

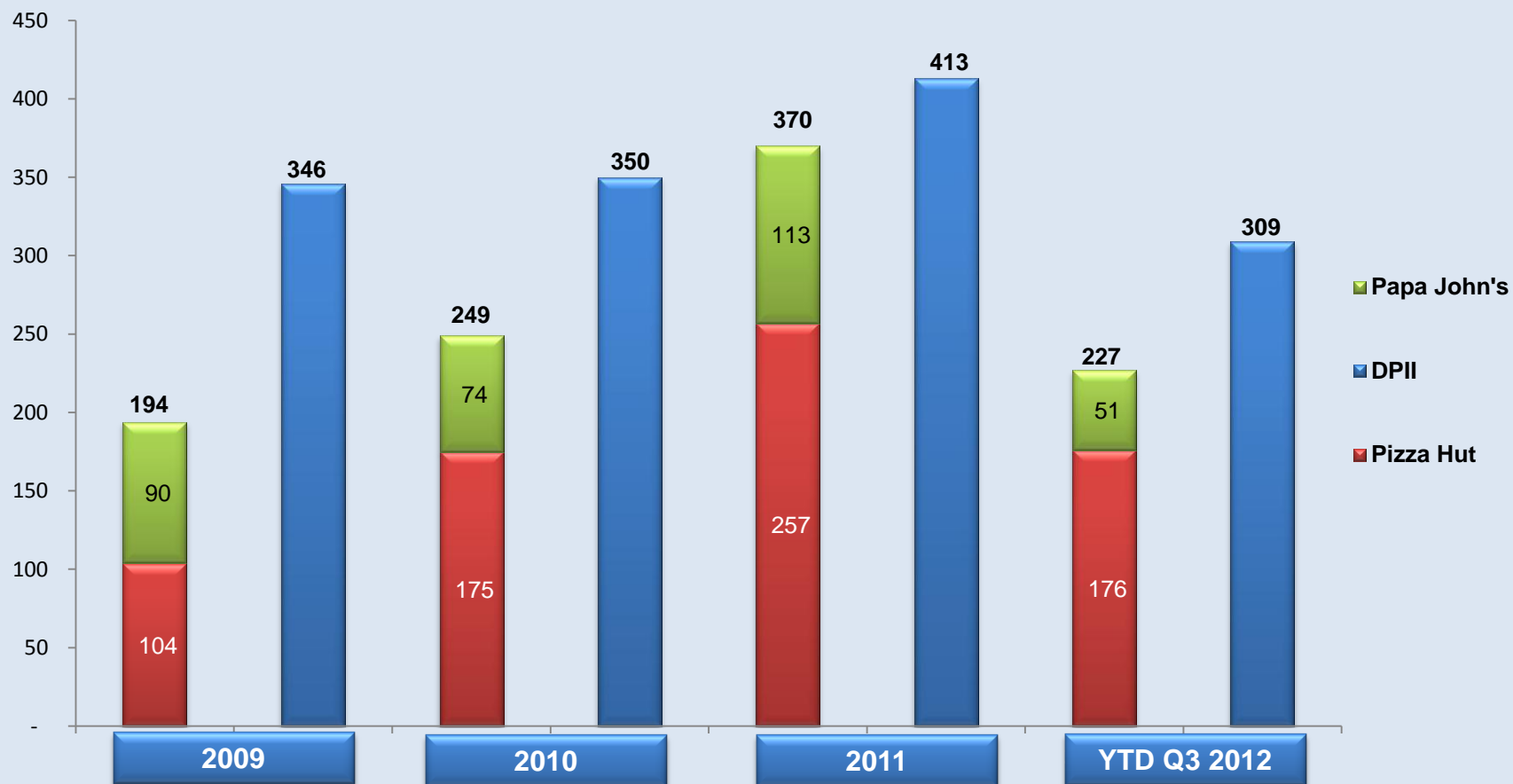
Five markets driving >50% of net unit growth; India has accelerated

2010 Q3 - 2012 Q3 Net Store Growth



Overview of Recent Performance

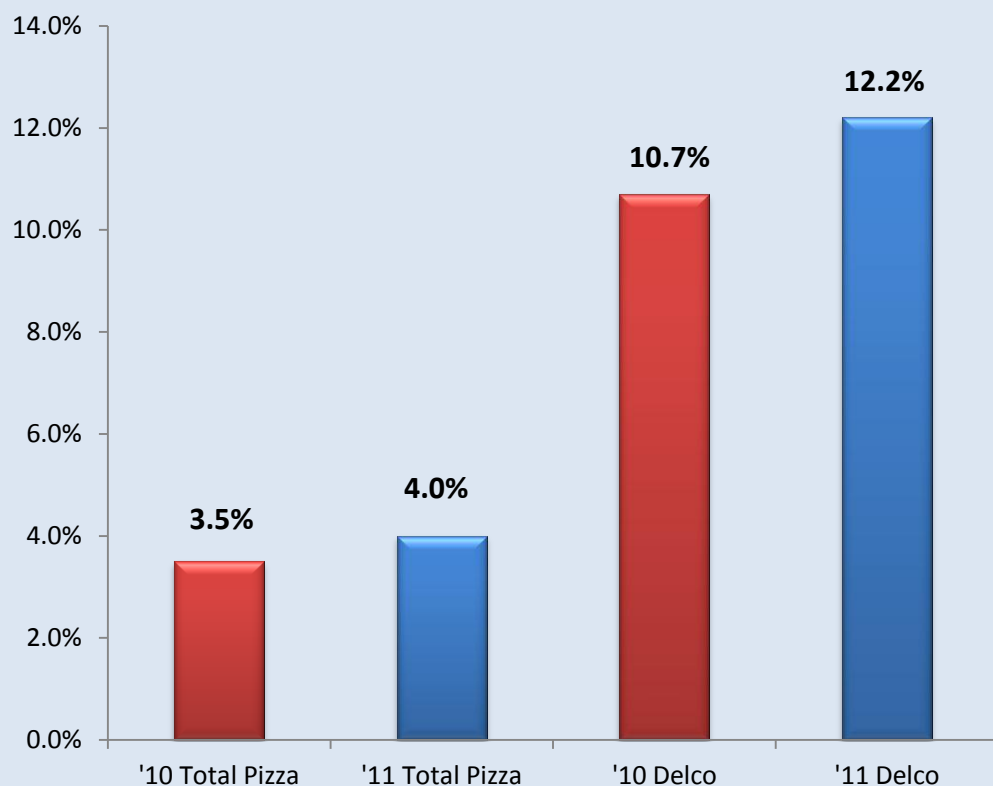
Net Store Growth: DPIL consistently outgrowing top two competitors combined



Overview of Recent Performance

Our share and relative market share has grown in Total Pizza and Delivery/Carryout

2010 vs. 2011 Estimated Domino's Pizza Share of International Pizza Market



	Total Pizza	DelCo
2011 RMS	0.65	1.70
2010 RMS	0.62	1.54

Market Share Estimates Source: DPPI Actuals, Third Party Research, DPPI consultants and franchisees

Today's Objectives

Overview of Recent Performance

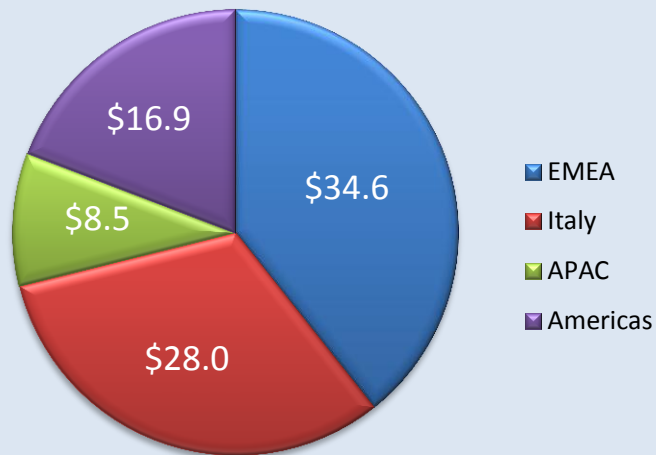
Industry Outlook

Runway for Growth

Industry Outlook

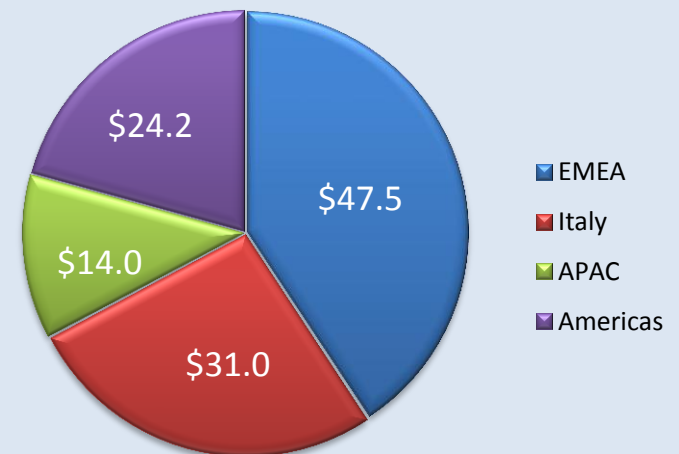
Total International Pizza Market projected to grow nearly \$30B (~33%) by 2021 (2.9% CAGR)

**2011 International Market for
Total Retail Pizza Sales**
(billion)



\$88B

**2021 Projected International Market for
Total Retail Pizza Sales**
(billion)

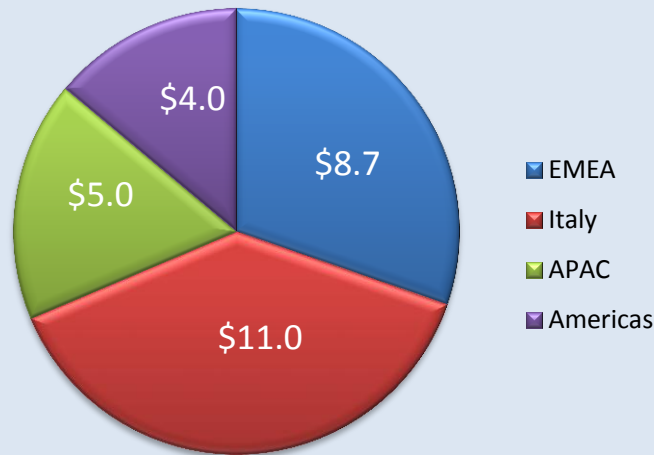


~\$117B

Industry Outlook

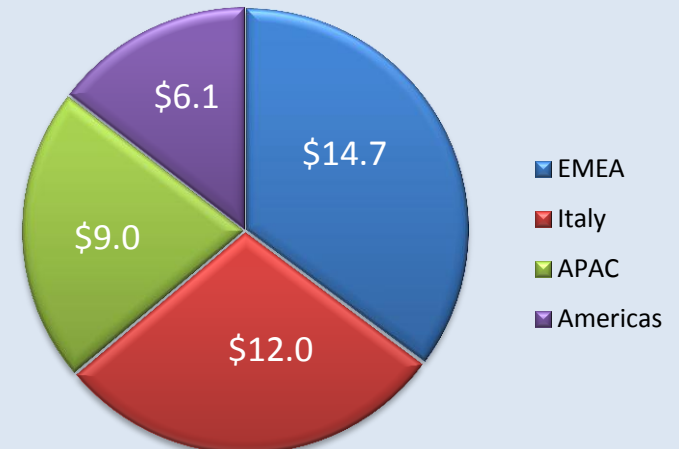
International Delivery/Carryout Pizza market could exceed \$40B by 2021 (3.8% CAGR)

**2011 International Market for
Delivery/Carryout Pizza Sales**
(billion)



\$29B

**2021 Projected International Market for
Delivery/Carryout Pizza Sales**
(billion)



~\$42B

Industry Outlook

- **We expect strong international pizza market growth over the next 10 years:**
 - Total Pizza expected to grow by nearly \$30B
 - Delco to grow by \$13B
- **Growth should be well-diversified across regions**
 - Total Pizza to grow by \$13B in EMEA (excluding Italy,) \$6B in APAC and \$7B in Americas
 - Delco to grow by \$6B in EMEA (excluding Italy,) \$4B in APAC and \$2B in Americas
- **Growth should be driven by a mix of emerging and developed markets**
 - Emerging markets to grow by \$18B in Total Pizza and \$7B in Delco
 - Developed markets to grow by \$11B in Total Pizza and \$6B in Delco

Today's Objectives

Overview of Recent Performance

Industry Outlook

Runway for Growth

Runway for Growth

Where to Play

How to Win

Runway for Growth

Where to Play

Capture and expand leadership positions in our developed markets

Accelerate growth and drive to leadership in emerging markets

Enter greenfield markets that offer opportunity for scale

How to Win

Runway for Growth

Developed Market Example - Japan

Overview

- Master Franchisee: Domino's Pizza Japan, Inc. (Bain Capital)
- 2010 ownership change has led to renewed growth

Growth

- +37 net stores through Q3 2012 vs. Q3 2011
 - More than 2008 to 2011 combined
- +3.3% SSS growth Q3 YTD, one of system's highest bases, despite carve outs on 40 stores
- +4.8% order count growth through Q3 2012

Highlights

- World class digital platforms nearing 50% of transactions
- Most diversified menu in the system catering to local taste
- New stores performing well outside of major city centers



Runway for Growth

Developed Market Example - Germany

Overview

- Master Franchisee: DP Cyco Limited, a subsidiary of Domino's Pizza Group plc (AIM: DOM)
- Opened in 2010

Growth

- +12 stores in FY 2012
- SSS in the mature Berlin stores averaged >20% for FY 2012
- Expecting double-digit store growth over the next year

Highlights

- New leadership with 25+ years of Domino's system experience in place to develop the market
- Gaining brand awareness



Runway for Growth

Emerging Market Example - India

Overview

- Master Franchisee: Jubilant Foodworks Limited (BSE: JUBLFOOD)
- Fastest growing market in Domino's system
- Opened 500th store in August 2012

Growth

- Targeting 110 openings in their current fiscal year (3/ 2013)
- +21% SSS for 1H 2013 (Sept. 30, 2012)
- Operating in 112 cities (1H 2013) vs. 96 (1H 2012)

Highlights

- World class store operations & training programs
- Robust digital ordering platforms – 14% of delivery sales (Q2)
- Winner India e.Retail award: Best Customer Experience
- Big investments in new commissaries to support accelerated growth



Runway for Growth

Emerging Market Example - Brazil

Overview

- Master Franchisee: Bramex Franchising Ltd. (privately held)
- Opened in 1993
- Accelerating pace of growth

Growth

- Store count more than doubled since 2009
- Opened 60th store in Q4 2012
- 17 net stores in trailing twelve months

Highlights

- Introduced alternative formats including store-in-store with Spoleto & food courts
- Celebrated 5,000th international store opening in Rio de Janeiro
- Opened a new supply chain center



Runway for Growth

Greenfield Market Example - Nigeria

Overview

- Master Franchisee: Eat'N'Go Ltd. (privately held)
- Opened in Lagos – August 2012
- First Domino's Pizza market in emerging West Africa

Highlights

- Two stores open with additional locations under development
- Engaged and passionate team delivering great product and service to customers
- Highest per-store weekly sales and order count averages in our international system



Runway for Growth

Where to Play

Capture and expand leadership positions in our developed markets

Accelerate growth and drive to leadership in emerging markets

Enter “greenfield” markets that offer opportunity for scale

How to Win

Establish a shared vision with our franchise partners

Align field and support resources against priority opportunities

Deploy and leverage technology

Runway for Growth

Establish a shared vision with our franchise partners

- Build leading position in Total Pizza in each market
- Provide leading franchisees with opportunities for growth
- Proactively manage underperforming markets and franchisees

Runway for Growth

Align field and support resources against priority opportunities

- Strengthen field team capabilities
- Align field team and development teams with highest priority opportunities
- Build “offensive” value-added distribution consulting team
- Develop centralized insights capability
- Strengthen business support teams

Runway for Growth

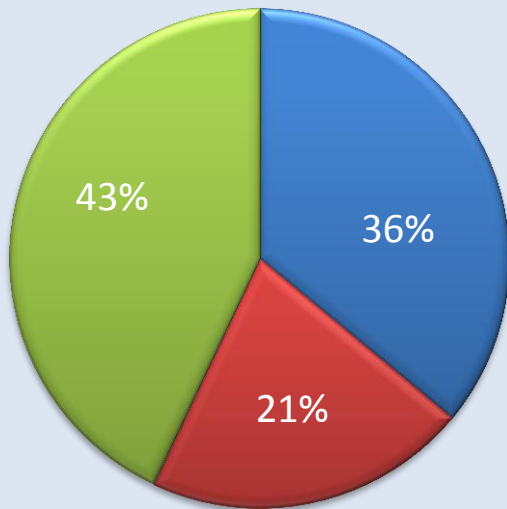
Deploy and leverage technology

- **Deploy Global POS System**
 - Pulse in over 50% of international stores now
- **Unlock full Pulse value for DP II and franchisees**
 - Pulse web reporting roll-out planned
- **Drive online ordering and mobile solutions to international markets**
 - Digital order penetration at 34% on average and growing

Runway for Growth

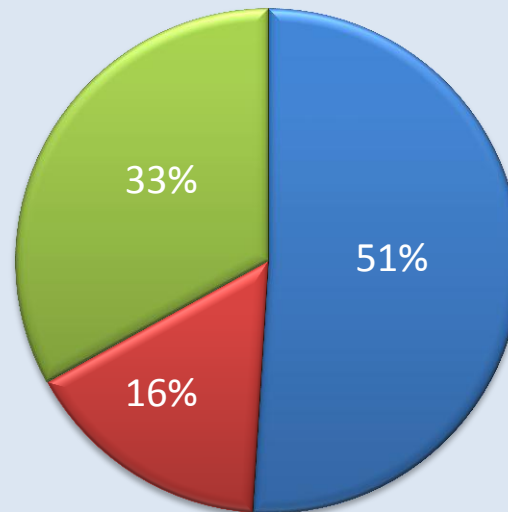
International POS deployment

2011



■ Pulse Installed
■ Signed
■ Other

2012 – Q3



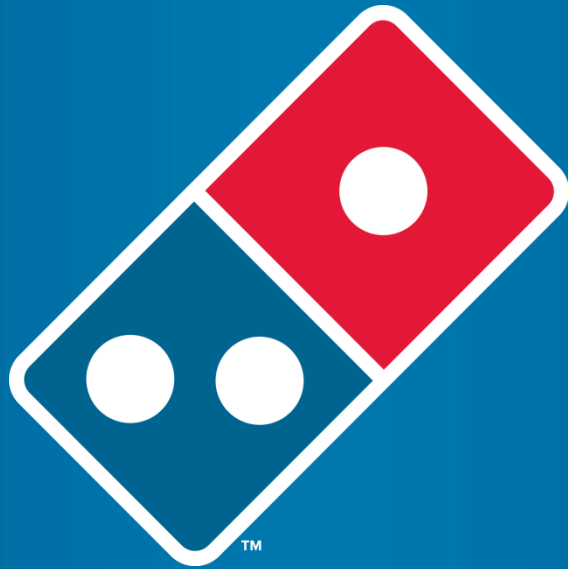
Executive Summary

Domino's Pizza International is a diversified growth portfolio of regions, markets and franchisees

Key business drivers are strong

We play in a very attractive market

We are positioned well for future growth in a variety of markets



Mike Lawton
Chief Financial Officer



KEY STATISTICS 2012



Key Statistics

YTD Q3 2012



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

2012 Highlights: U.S.

- **Financial**
 - Completed ABS recapitalization in March
- **Digital**
 - Surpassed \$1 billion in annual digital sales
 - About 40% of delivery orders from digital channels
- **New logo and store design launched**
 - Refreshed design allows for flexibility
 - Still assessing results
- **Product news**
 - Parmesan Bread Bites
 - Gluten-Free Crust
 - Handmade Pan Pizza



2012 Highlights: International

- **Opened 5,000th international store**
 - now 10,000+ stores worldwide
- **Record international store growth YTD Q3**
- **75 consecutive quarters of positive same store sales growth**
- **New market openings: Nigeria, Macedonia, El Salvador and Thailand**



10,000 Store Opening - Turkey



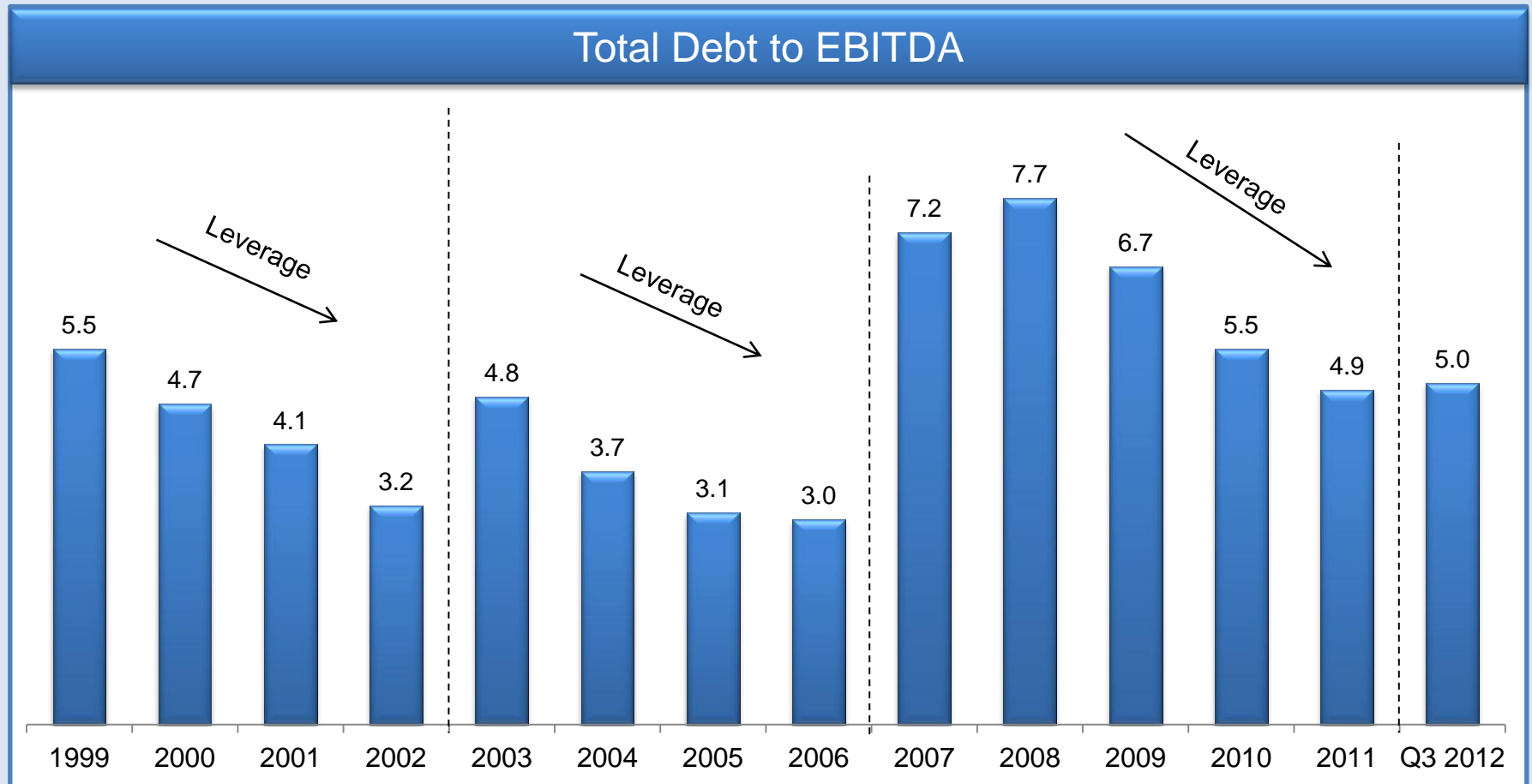
Nigeria

Capital Structure

“Whole-business securitization” Secured with Most Cash Flows of the Company

- **\$1.563 billion debt of Senior Notes outstanding as of Q3 2012**
 - 5.216% interest rate
 - Seven-year term to Anticipated Repayment Date
 - Required principal payments equal to 1.5% - 2.5% of debt annually until leverage is 4.5x or less
- **\$100 million VFN facility**
 - \$39.7 million letters of credit issued as of Q3 2012
 - No borrowings outstanding as of Q3 2012

Successful History of Operating with Leverage



LOOKING AHEAD AT 2013



Looking Ahead at 2013

Commodities



DPZ food basket up slightly



Projected increase of 3 to 4%

Looking Ahead at 2013



Looking Ahead at 2013

Impact of Currency



Not currently projecting material impact from currency in 2013



Diversified portfolio of over 70 markets



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

Looking Ahead at 2013

Tax Rate



Range of 37.5% to 38.5%

Looking Ahead at 2013

Cap Ex

Long range outlook of \$25 - \$35 million

Limited capital required due to franchise model

Technology

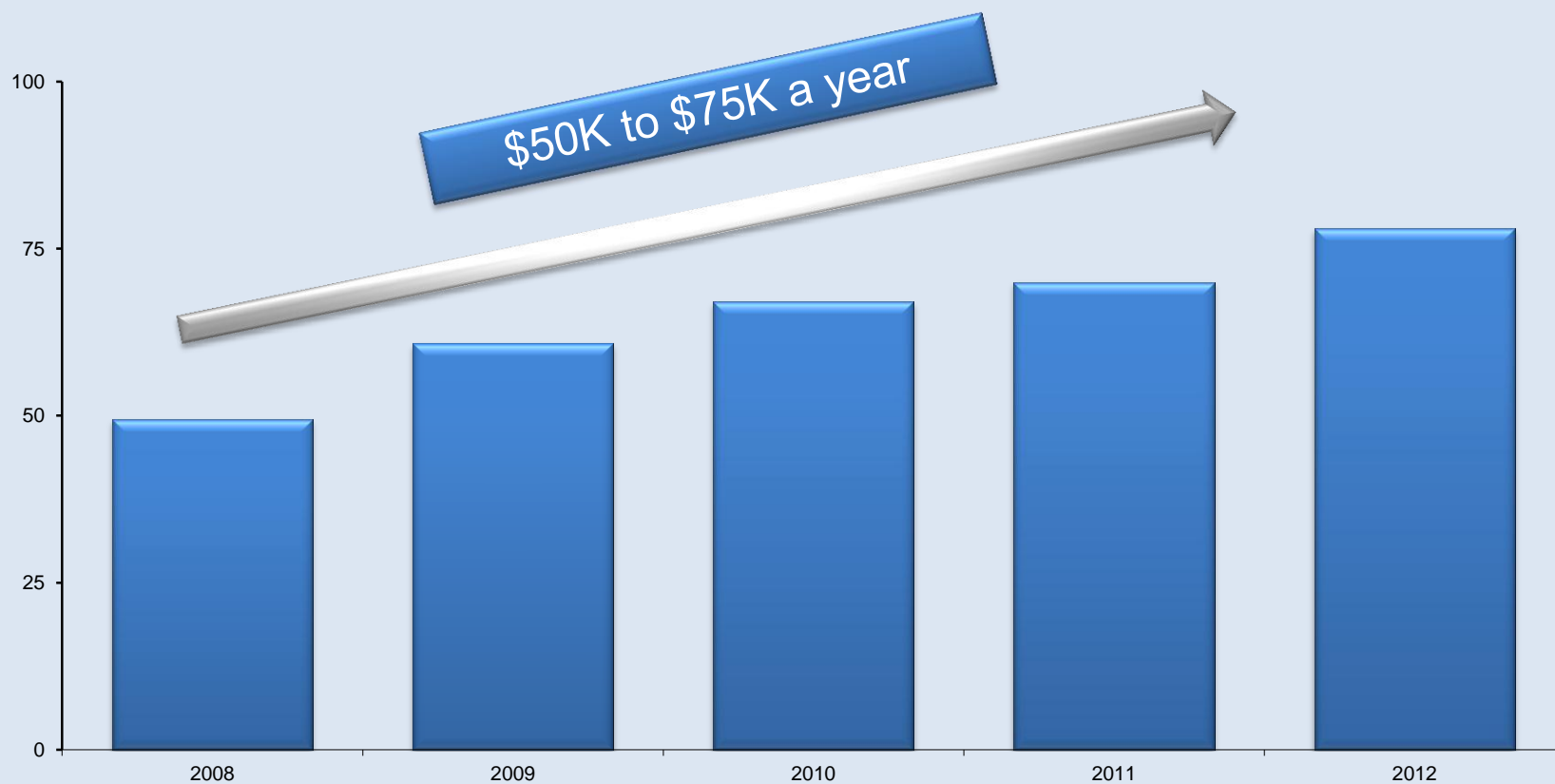
Supply chain centers

Company store reimaging



FOCUS ON STORE LEVEL PROFITS

Focus On Store Level Profits



Average store economics are internal Company estimates based on results reported by franchise owners. Estimates for 2012 are a projection as of Q3 2012.

Improved Store Level Profits



Sales are up, but ...

We're getting profit improvements from other sources, too.

Improved Store Level Profits

Smart Marketing

- Better couponing
- Targeted promotions
 - Sides
 - Carryout
 - Online
- Efficient advertising

Improved Store Level Profits

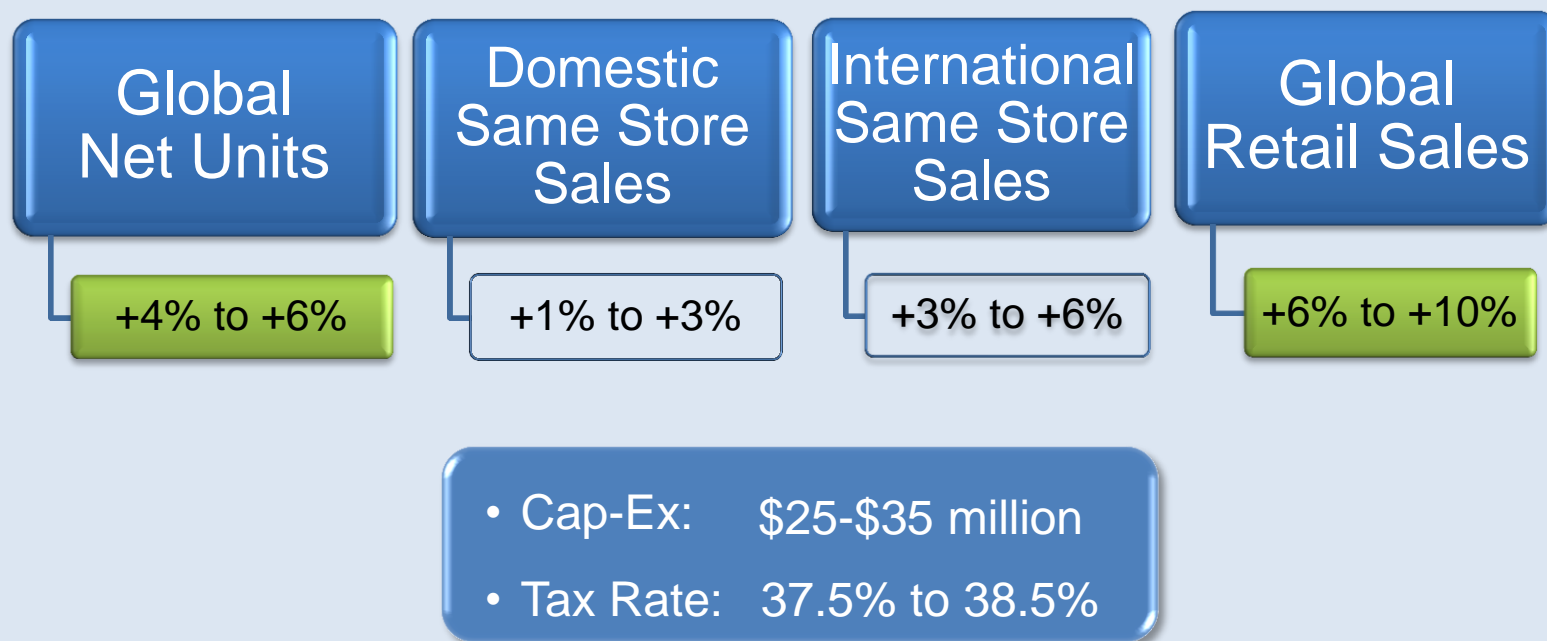
Operational Changes

- Energy efficiency
- Supply chain innovations
- Telephony
- Leveraging early week-part

LONG RANGE OUTLOOK



Long Range Outlook



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

Use of Cash

Strong Free Cash Flow



Debt – Some required amortization



Dividends – Paid \$3 special dividend in April 2012



Repurchase Shares – 1.3 million repurchased through Q3 2012

Questions



