



WEDNESDAY 17 FEBRUARY 2010

## Domino's Net Profit After Tax up 39.2%

Australian pizza maker Domino's Pizza Enterprises Limited (DMP) today announced an \$8.7 million half-year Net Profit After Tax, up 39.2% above the corresponding period last year.

The robust half-year profit was the result of strong Total Network Sales of \$353.5 million, an increase of 7.6% above the first half of 2009 and solid Same Store Sales (SSS) growth, which increased 2.9% above the same corresponding period last year.

Domino's CEO and MD Don Meij said the strong first half results were aided by successful product launches in Australia and strong European Network Sales.

"We have recorded solid performance for the first half of the 2010 financial year, particularly in Australia and New Zealand where the successful launch of Domino's iPhone application and the introduction of our new lunchtime Oven Baked Sandwiches resulted in Same Store Sales growth of +4.57%," Mr Meij said.

"In Europe, Network Sales growth was up 13.6% on the same corresponding period last year."

The Company will pay shareholders an interim fully-franked dividend of 6.0 cents per share, up 36.4% on the dividend paid in the corresponding period last year.

The interim dividend will be paid on 15 March 2010 with a record date of 1 March 2010.

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Store count	786	756	4.0%
Total Network Sales	\$353.5m	\$328.6m	7.6%
Same Store Sales	2.9%	4.2%	
Revenue	\$119.4m	\$113.4m	5.3%
EBITDA	\$15.9m	\$12.8m	24.2%
NPBT	\$11.7m	\$8.8m	32.6%
<b>Net Profit After Tax</b>	<b>\$8.7m</b>	<b>\$6.3m</b>	<b>39.2%</b>
<b>EPS</b>	<b>12.8c</b>	<b>9.4c</b>	<b>36.2%</b>
<b>Interim Dividend (per share)</b>	<b>6.0c</b>	<b>4.4c</b>	<b>36.4%</b>

\*Figures in the above table have been rounded to one decimal place. Percentages (%) have been calculated on actual figures.

Mr Meij said Domino's focus on digital platforms continued to impress in Australia, New Zealand and Europe.

"We have seen significant results in our online and digital platform parts of the business. In Australia, our iPhone application has now achieved more than \$2 million in sales and more



than 200,000 downloads since its launch three months ago, and our online ordering now exceeds 28% of sales in Australia,” Mr Meij said.

“Across in Europe, The Netherlands online ordering has increased to more than 34% of orders and in France online ordering, which was only introduced in 2009, is continuing to grow with 10% of orders in enabled stores.”

Looking forward, Mr Meij said the Company was confident of adding at least 70 stores to the group in the 2010 calendar year across the five countries and was confident new promotions will see the business continue to grow.

“By December 2010 Domino’s will add in excess of 70 stores across our five countries, particularly in Europe where we continue to stamp our presence,” Mr Meij said.

“In Australia, I’m confident our recently launched Good Choice Range – which offers customers a healthier alternative with all meals under 390 calories – will see our business attract new customers.”

Today, DMP has a network of 813 stores, including 518 in Australia and New Zealand and 295 across France, Belgium and The Netherlands.

DMP is Australia’s only publicly-listed pizza company and is the master franchisor for the Domino’s Pizza brand in Australia, New Zealand, France, Belgium and The Netherlands.

DMP made its debut on the Australian Securities Exchange in May 2005.

**ENDS.**

**For further information, interviews or images contact:**

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*Domino’s Pizza CEO Don Meij will be available for telephone interviews on Wednesday 17 February 2010 between 10am – 11.15am (Sydney time).*