



media release

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Domino's kicks off FY11 with 7.83% same store sales growth

Domino's Pizza Enterprises Ltd ("Domino's") announced today at its Annual General Meeting that Same Store Sales had been strong for the first four months of Full Year 2011 with 7.83% aggregated growth across the group.

This has been achieved with Same Store Sales growth of 9.35% in Australia and New Zealand and 4.21% in Europe.

Domino's Chief Executive Officer Don Meij said both the European and the Australian/New Zealand markets were experiencing solid sales growth and as a result the Company reaffirmed its Full Year 2011 Guidance of NPAT growth between 10% - 15%.

"We have experienced strong earnings during the first four months of the 2011 Financial Year ahead of expectations and as a result we reaffirm our Full Year Guidance of NPAT growth between 10% - 15%," Mr Meij said.

Mr Meij highlighted strong promotions contributed to the recent positive performances in all five countries which have offset the impact of the strong Australian Dollar on our overseas earnings.

"In Australia, the success of our Supreme and Square Puff promotions has seen Same Store Sales and Customer Counts exceeding expectations. As of today, our Same Store Sales in our Australia and New Zealand for the first four months are up 9.35% on the same period last year," Mr Meij said.

"While over in Europe our Same Store Sales are up 4.21% on the corresponding period in 2009.

"Our European operations continue to provide significant long term growth opportunities and as a result we are very focused on adding scale in this market through increasing our store count and growing sales."

Mr Meij said the Company was on track with its forecast of opening 50 – 60 new stores to the Group by June 2011.

"As noted in August, Domino's Pizza plans to open 50 – 60 new stores this year and already we have opened ten new stores to the group with eight in Europe and two in Australia/New Zealand. We are also very focused on re-imagining older stores in Australia," Mr Meij said.

Mr Meij also highlighted a focus on store operations and technology as key drivers for future growth in the Domino's business.

"We are very committed to driving sales and efficiencies in the business through improved operations at a store level. From all areas of product, service and image we have key



strategies in place which are building momentum and will deliver strong results in the second half of this year," Mr Meij said.

"In addition to improving our operations, technology is the second biggest growth area for us over the next 12 months. We recently launched a new online ordering system in Australia and New Zealand which provides fast and more reliable ordering for customers.

"We want to stay at the forefront of innovation and technology in our industry, and to do that we are investing time and money into upgrading our internal IT infrastructure, enhancing our current mobile ordering and looking at other non-iPhone mobile devices for ordering.

As well as focusing on operations and investing in new technologies, Domino's Pizza planned to continue its menu innovation.

"We will continue to invest in the menu platforms introduced over the past two years and look for further ways to improve the quality and taste of all ingredients," Mr Meij said.

Domino's Pizza Enterprises Limited 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.

Domino's and its franchisees have 833 stores across five countries, employing more than 16,000 part-time and full-time staff and making more than 60 million pizzas each year.

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