



Domino's® Opens First Store in Sweden

December 7, 2016

Malmö residents can now enjoy delivery or dine-in with Domino's

ANN ARBOR, Mich., Dec. 7, 2016 /PRNewswire/ -- The end of 2016 is drawing near, but **Domino's Pizza (NYSE: DPZ)** isn't showing any signs of slowing down. **The recognized world leader in pizza delivery** is continuing its global growth momentum by opening its first store in Sweden. Residents in Malmö can now enjoy hot, freshly-baked pizza in-store or delivered to their doorstep by Domino's.



"We are thrilled to bring the Domino's brand to Sweden," said Birgir Bieltvedt, CEO of Domino's Iceland – the master franchisee for the brand in Sweden, Iceland and Norway. "We already have 22 stores in Iceland and 12 in Norway, and we look forward to sharing our delicious products, excellent customer service and prompt delivery with the citizens of Malmö."

Domino's in Malmö is located at Per Albin Hanssons Väg 12. It features the pizza theater store design, which is open concept and brings the art and fun of pizza making to the forefront. The store design features indoor seating and allows customers to watch their pizzas being made, each step of the way. The store will hold its official grand opening celebration on Saturday, Jan. 14.

"Birgir and the Domino's Iceland management team, together with their UK partner Domino's Pizza Group, bring extensive operational expertise and market leadership, and we're fortunate to have them carry on in Sweden," said Ritch Allison, president of Domino's International. "Domino's is building beautiful pizza theaters across the world, and we're happy to bring that experience to Malmö."

Domino's is now operating in more than 80 international markets. In the third quarter of 2016, Domino's had global retail sales of nearly \$2.5 billion, with over \$1.2 billion in the U.S. and nearly \$1.3 billion internationally.

About Domino's Pizza®

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 13,200 stores in over 80 markets. Domino's had global retail sales of over \$9.9 billion in 2015, with more than \$4.8 billion in the U.S. and nearly \$5.1 billion internationally. In the third quarter of 2016, Domino's had global retail sales of nearly \$2.5 billion, with over \$1.2 billion in the U.S. and nearly \$1.3 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the third quarter of 2016. Emphasis on technology innovation helped Domino's reach an estimated \$4.7 billion annually in global digital sales at the end of 2015, and has produced several innovative ordering platforms including Facebook Messenger, Samsung Smart TV®, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2015, Domino's announced the design and launch of the DXP®, a purpose-built pizza delivery vehicle, as well as Piece of the Pie Rewards™, its first digital customer loyalty program.

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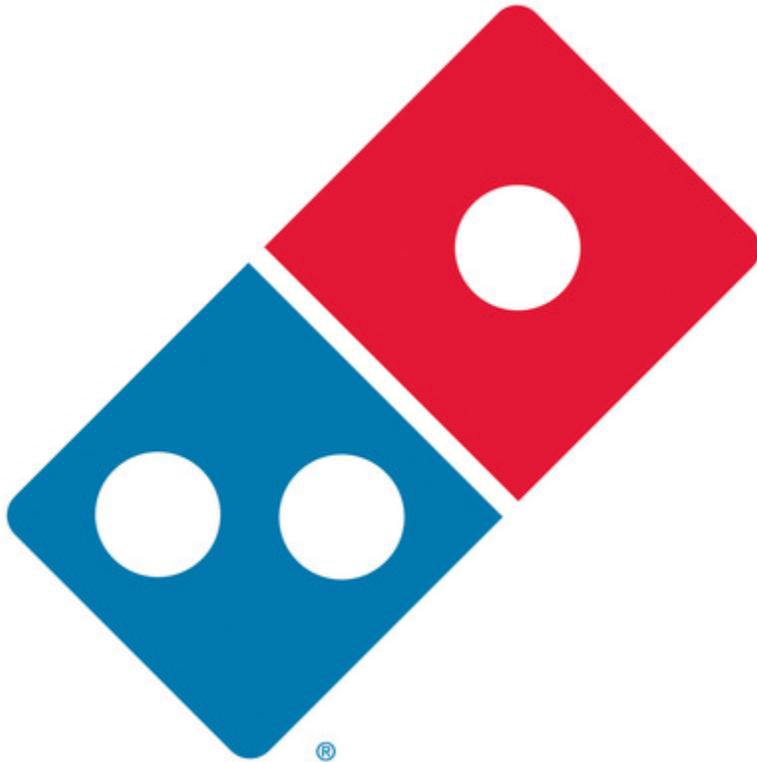


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