



Oppenheimer & Co. Inc. 15th Annual Consumer Conference

June 24, 2015

Legal Stuff

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These statements may 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 28, 2014, 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.

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Domino's - Iconic Brand

**GLOBAL
MOMENTUM**

U.S. MOMENTUM

**INNOVATIVE
TECHNOLOGY
LEADER**

**STABLE
FRANCHISE
MODEL**



Global Momentum



Global Momentum

Enterprise of More than 11,700 Stores

51% International
Global Retail Sales

**IN OVER 75 DEVELOPED AND
EMERGING MARKETS**

6,655 STORES



49% Domestic
Global Retail Sales

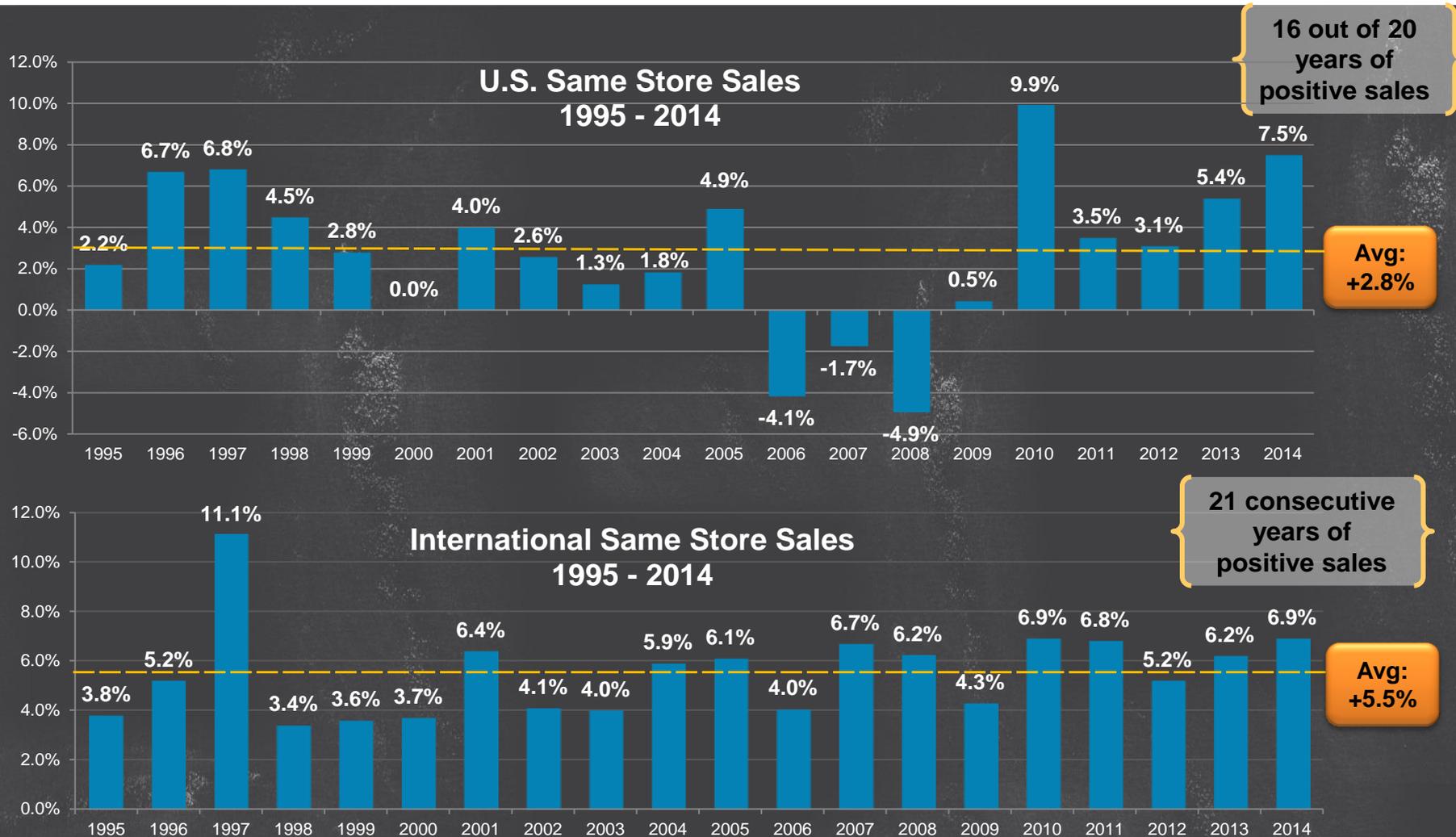
**900 U.S. INDEPENDENT
BUSINESS OWNERS**

5,084 STORES



Global Momentum

Same Store Sales Track Record



International sales exclude the impact of foreign currency exchange rate changes

Global Momentum

Robust International Growth

- Unprecedented over 21-year record of consecutive quarterly same store sales growth in QSR
- Profits driven by franchise royalties
- Master franchise model
- Ranks among the top publicly-traded restaurant companies by store count

Five-year international retail sales CAGR of 14%*



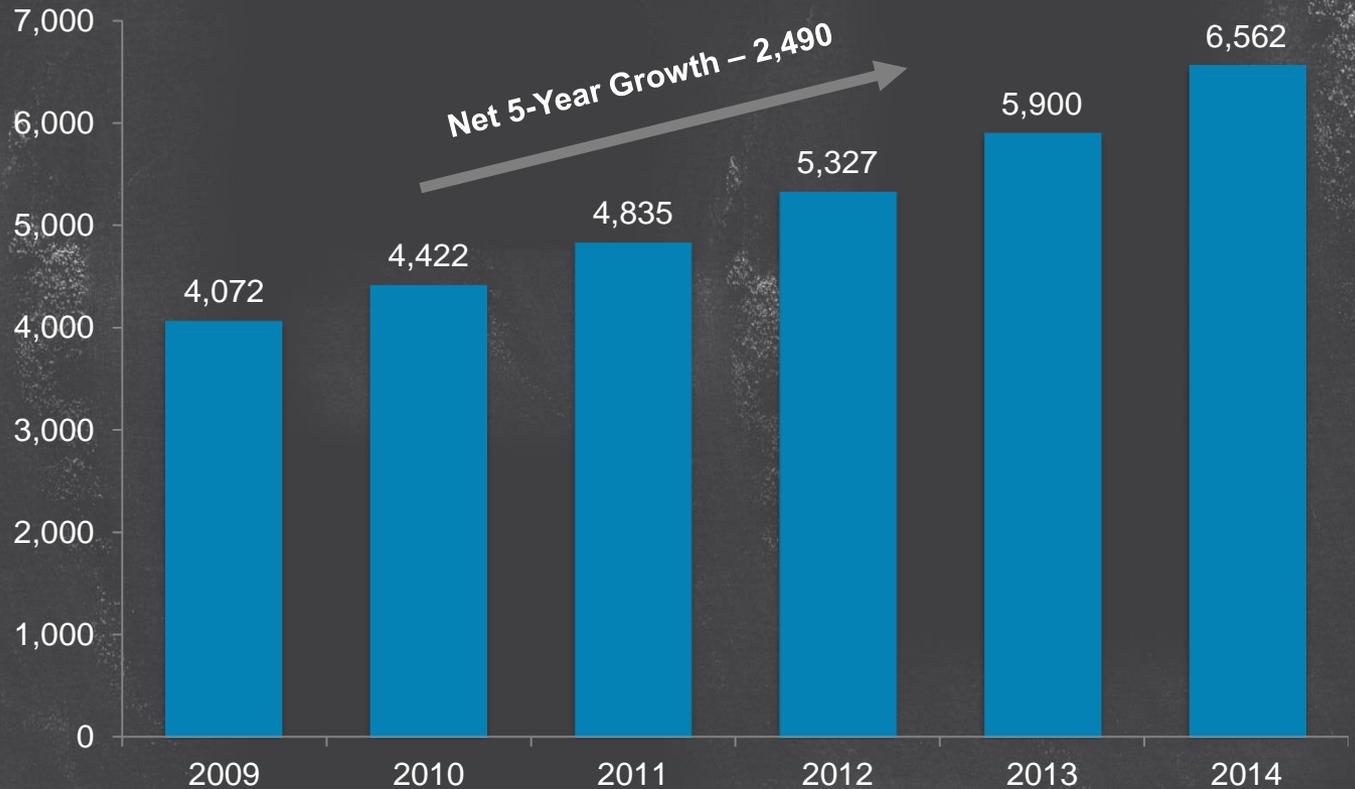
**DOMINO'S PIZZA
VIETNAM**

Global Momentum

Strong International Store Growth

OVER 95% OF
WORLD'S
POPULATION IS
OUTSIDE THE U.S.

International Store Count



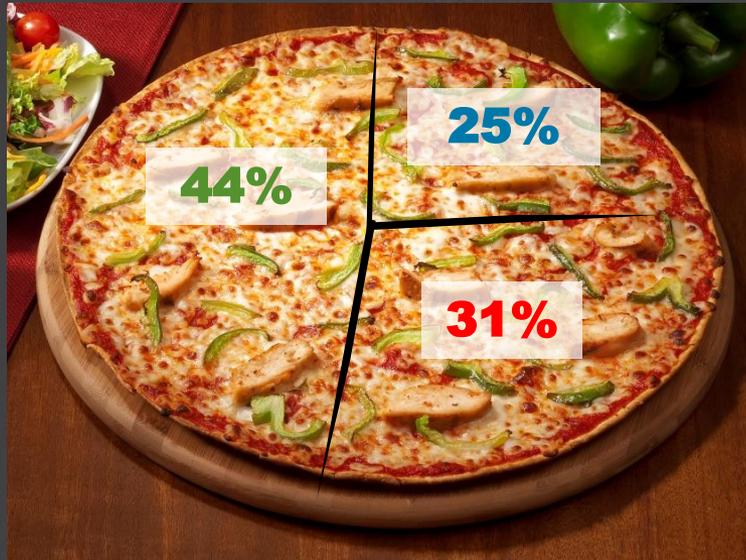
U.S. Momentum



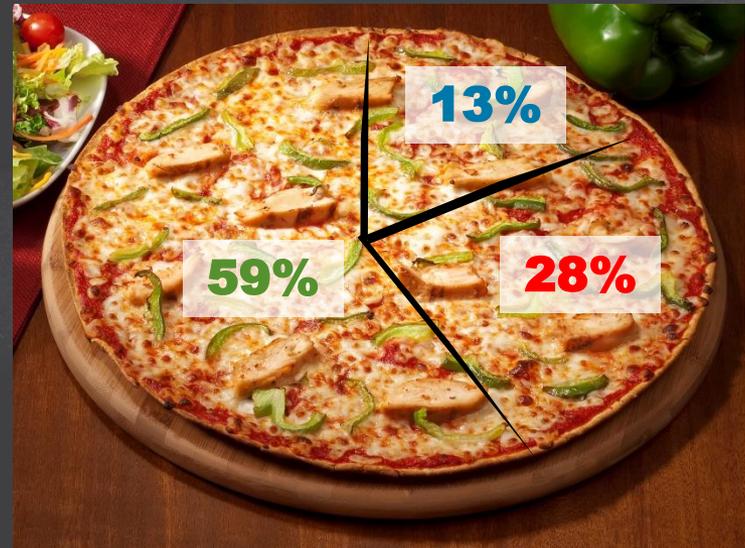
U.S. Momentum

Room to Grow

Pizza Delivery Market Share



Total QSR Pizza Market Share



■ Domino's Pizza

■ Other Major Pizza Chains

■ Small Chains and Independents

U.S. Momentum

2010 Starts Brand Turnaround

- Reinvented core pizza – improved food quality on menu
- Brand news moved from limited time products to:
 - Product platforms
 - Transparency
 - Technology
 - Value
- Marketing that continues to resonate with consumers
- Increasing franchisee profitability
- 2009-2014 domestic retail sales* CAGR of 5.9%



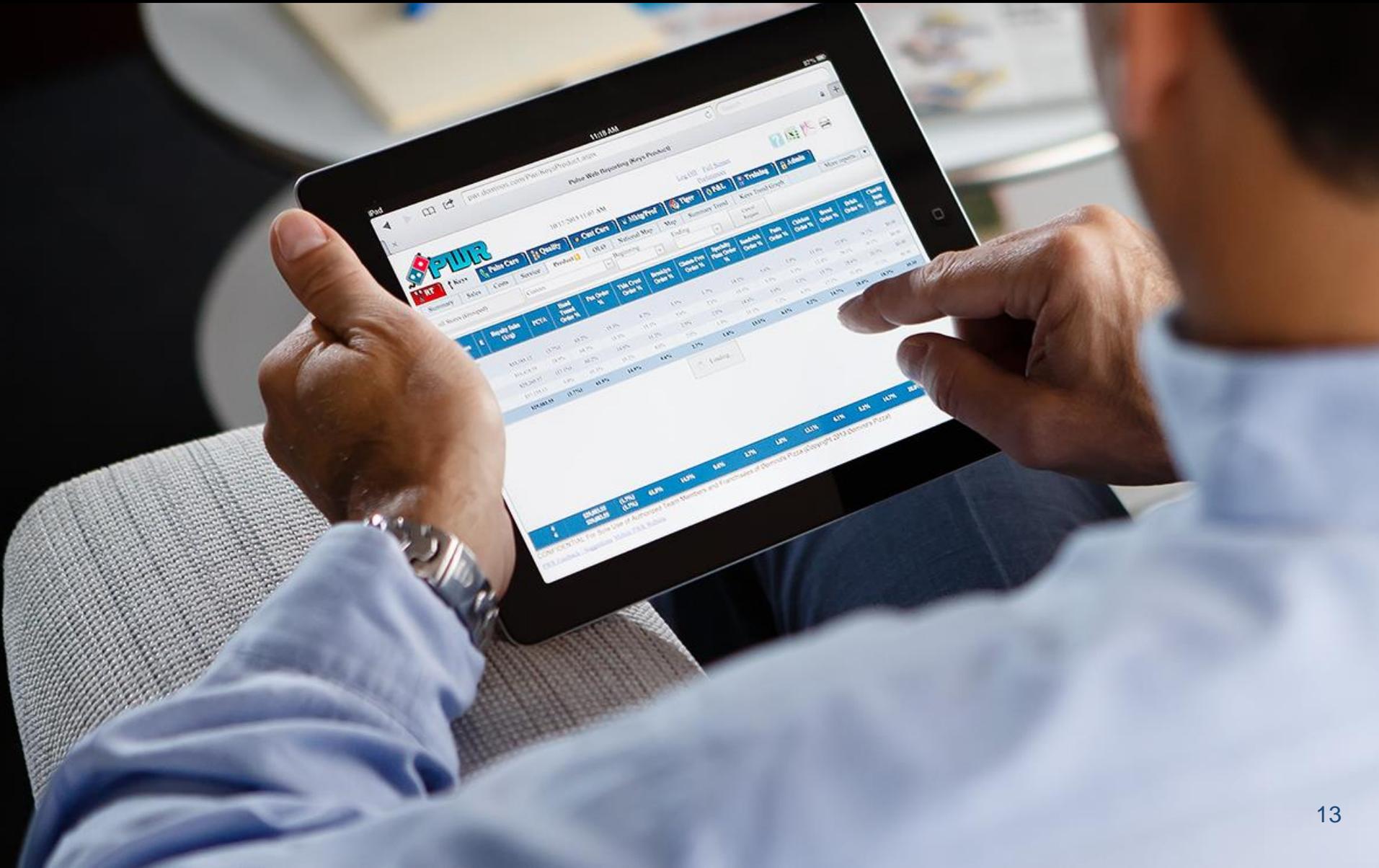
U.S. Momentum

Next Step — Store Reimage



Reimage standard is global, not just in the U.S.
Expect to be substantially complete by 2017

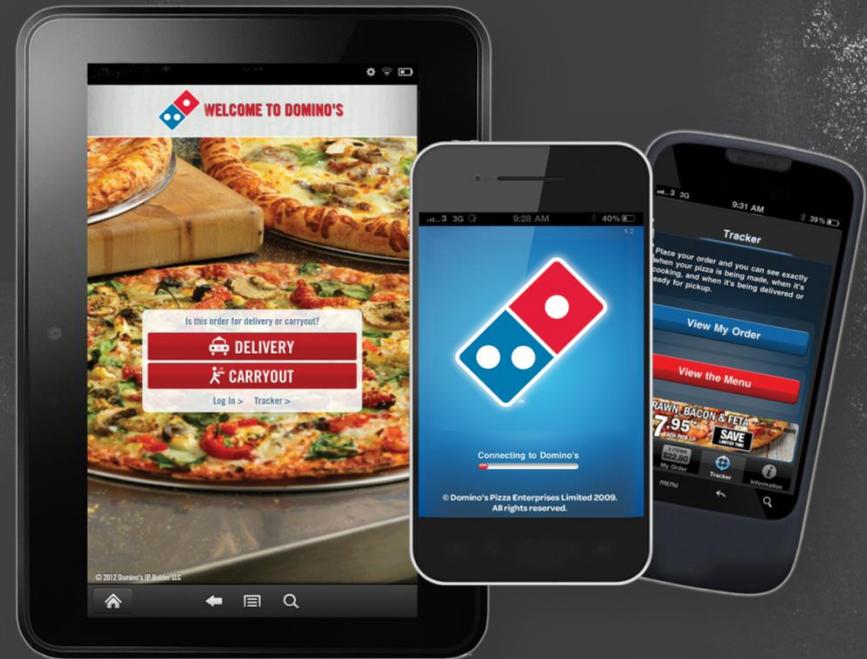
Innovative Technology Leader



Innovative Technology Leader

Estimated Run Rate of \$4 Billion Annually in Global Digital Sales*

- Domino's iPhone® and Android™ apps are higher rated on iTunes® and Google Play™ than Pizza Hut® and Papa John's®
- Domino's apps available for approximately 95% of smartphones
- U.S. digital orders hit 50% of total sales at end of 2014
- Sharing technology learnings globally



Innovative Technology Leader

Building Blocks for Future Advances

- Proprietary POS system
- Industry-leading digital ordering experience
 - Pizza Profiles allows customers to save their favorite orders and speeds up ordering
 - Domino's AnyWare™ platform expanding: Ford SYNC®, Samsung Smart TVs® and Pebble and Android™ Wear smartwatches
 - Now offer voice ordering for iPhone® and Android™ ordering apps
 - “Tweet-to-order” and “text-to-order” via emoji now available in the U.S.



Stable Franchise Model



Stable Franchise Model

Pizza Store Unit Economics

- **Cost-efficient store model**
 - Delivery and carryout
- **Moderate cost to open / operate**
 - Small square footage
 - Makeline, oven and POS system
- **Yields significant cash flow**
- **Average franchise store EBITDA in U.S. has increased six consecutive years**
 - \$89K in 2014*

**DOMINO'S PIZZA
CARLSBAD, CALIFORNIA**



Strong Unit Economics = Better Store Growth



Stable Franchise Model

Strong EPS Growth



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

Stable Franchise Model

Long Range Outlook



Cap Ex: \$50 - \$60 million
Tax Rate: 37% - 38%

Stable Franchise Model

Building Shareholder Value

- **97% franchised business with historically steady cash stream**
- **Cost-efficient store model with moderate capital requirements**
- **Model functions well with leverage**
 - Generally operate in the 3-6x debt/EBITDA range
 - \$1.53 billion debt outstanding with an approx. 5.3% cash interest rate
- **Have used free cash flow to:**
 - Buy back shares (\$82 million in 2014)
 - Pay quarterly dividend (\$53 million in 2014)
 - Pay two special dividends – 2007 and 2012
 - Reduce debt

**DOMINO'S PIZZA
BRAZIL**



Teach a man to fish. It will
keep him preoccupied while
you eat his *pizza*.



Thank You