This presentation and our accompanying comments include “forward-looking statements.” 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 31, 2017, 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.

Additionally, we caution you that past performance does not guarantee or predict future performance, within particular segments or geographies, or otherwise.

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WHAT MATTERS.
AGENDA

Ritch Allison, CEO

Russell Weiner, COO & President of the Americas

Jeff Lawrence, CFO

Q&A
IMPRESSIONS FROM MY FIRST SIX MONTHS AS CEO
STRONG GLOBAL BRAND
ENTERPRISE OF MORE THAN 15,300 STORES
THE BEST FRANCHISE PARTNERS

ANYWHERE

IN THE INDUSTRY
THE BEST FRANCHISE BUSINESS MODEL

STRONG INTERNATIONAL MASTER FRANCHISEES

HOMEGROWN U.S. OWNER-OPERATORS
TERRIFIC LEADERSHIP TEAM

Ritch Allison  
CEO  
8 Years

Russell Weiner  
COO & The Americas  
10 Years

Jeffrey Lawrence  
EVP, Chief Financial Officer  
18 Years

Tom Curtis  
EVP, TUSA, Training & Innovation, 33 Years

Scott Hinshaw  
EVP, Franchise Ops & Development, 32 Years

Joe Jordan  
EVP, International  
8 Years

Timothy McIntyre  
EVP, Communication & IR  
33 Years

Kevin Morris  
EVP, General Counsel & Corporate Secretary, 2 Years

Kevin Vasconi  
EVP, CIO  
7 Years

Judith Werthauser  
EVP, Chief People Officer  
3 Years
INDUSTRY LEADING RETAIL SALES GROWTH
CONSISTENT GLOBAL COMP GROWTH

U.S. Same Store Sales
1997 - 2018


-4.1% -1.7% 4.9% 3.5% 5.4% 7.5% 12.0% 10.5% 7.7% 7.1%

Avg: +3.9%

Avg. Since 2010: +7.4%

International Same Store Sales
1997 - 2018


6.4% 3.4% 6.9% 3.4% 3.6% 3.5% 4.1% 4.0% 5.9% 6.1% 6.7% 6.2% 4.3% 6.9% 6.8% 5.2% 6.2% 6.9% 7.8% 6.3% 3.4% 4.0%

Avg: +5.6%

Avg. Since 2010: +5.9%

International sales exclude the impact of foreign currency exchange rate changes.
INDUSTRY-LEADING GLOBAL STORE GROWTH

Store conversions within international markets: 64 (2015)…254 (2016)…26 (2017)…46 (Q3 2018 YTD)
INDUSTRY-LEADING GLOBAL RETAIL SALES GROWTH

Note: 2015 excludes impact of the 53rd week; all without FX impact
DOMINANT DOLLAR SHARE GROWTH

#1 IN U.S. DOLLAR SHARE

Next Nearest Competitor: 13.4%

Source: NPD/CREST® through quarter-end September 2018
#1 PIZZA BRAND IN THE WORLD
WHY WE ARE WINNING...
...WITH OUR CUSTOMERS
WINNING WITH OUR CUSTOMERS

PRODUCT

Best food, variety and taste...
WINNING WITH OUR CUSTOMERS

SERVICE

Leading, but not good enough... Proximity via fortressing will help!
WINNING WITH OUR CUSTOMERS

IMAGE

Freshest image in all of QSR...
VALUE

Unmatched, decade-long value proposition… $5.99 and $7.99 have true equity!
WINNING WITH OUR CUSTOMERS

TECHNOLOGY

We’ve earned unquestioned digital leadership… now we are investing to keep it!

U.S. DIGITAL SALES

>65%
WINNING WITH OUR CUSTOMERS

LOYALTY

Data-driven, frequency-based, goes hand-in-hand with order count strategy...

20+ MILLION ACTIVE LOYALTY USERS
WINNING WITH OUR CUSTOMERS

✓ ADVERTISING

Best-in-class…
and did we mention data-driven?
...AND WITH OUR FRANCHISEES
WINNING WITH OUR FRANCHISEES

UNIT-LEVEL ECONOMICS

Franchisee profitability at the center of everything we do...
WINNING WITH OUR FRANCHISEES

☑️ OPERATIONAL SIMPLICITY

Driving consistency in product and service…
WINNING WITH OUR FRANCHISEES

✔️ DRIVING TRAFFIC & ORDERS

Rare in the industry – but the only path to long-term growth…
WINNING WITH OUR FRANCHISEES

DATA-DRIVEN IN EVERY DECISION. Period.
WINNING WITH OUR FRANCHISEES

GLOBAL CASH-ON-CASH RETURNS BETTER THAN 3-YEAR PAYBACK.

THAT IS HOW WE WIN TOGETHER.

As reported by Franchisees.
WHAT’S NOT GOING TO CHANGE

FRONT-FOOTED INVESTMENTS

FOCUS

FUNDAMENTALS
THE GOAL: DOMINANT #1.
THE GOAL: DOMINANT #1

25,000 Stores Worldwide…

$25 Billion in Global Retail Sales…

By the year 2025.
DOMINANT #1 CREATES A VIRTUOUS CYCLE

- Winning in every neighborhood and market
- Driving the best unit and franchisee economics
- Attracting more investment from our franchisees and master franchisees
- Leveraging our scale at the enterprise level
- Generating best-in-class returns for our shareholders
WHAT MATTERS.
HOW WE GET TO DOMINANT #1 MATTERS

ORDER COUNT

HEALTHY GROWTH
QSR CATEGORY GROWING PRIMARILY THROUGH TICKET

QSR (ex-Retail)
Dollar Sales PCYA

Source: The NPD Group/Crest®
PIZZA CATEGORY (less Domino’s) GROWING SOLELY THROUGH TICKET...AND IS NEGATIVE THE LAST TWO YEARS

QSR Pizza (ex-Domino’s)
Dollar Sales PCYA

Source: The NPD Group/CREST®
Ticket = Average Eater Check, Excludes Domino’s
DOMINO’S GROWTH PRIMARILY THROUGH ORDERS

IN CONTRAST TO THE CATEGORY, DPZ SALES GROWTH HAS BEEN DUE TO INCREASES IN TRAFFIC

Domino’s U.S.
Retail Sales PCYA

Note: TTM as of Q3 each year (DPZ fiscal quarters)
ORDERS MORE THAN DOUBLED IN THE U.S.

Source: DPZ Internal data. Orders for total U.S. system
WHY ORDER COUNTS MATTER
WHY ORDER COUNTS MATTER

ORDER COUNTS
HEALTHY SAME STORE SALES
STRONG UNIT ECONOMICS
STORE GROWTH
TOTAL RETAIL SALES
SHARE GROWTH
SCALE
ENABLES
VALUE

WHY ORDER COUNTS MATTER
WHY VALUE MATTERS

ORDER COUNTS

HEALTHY SAME STORE SALES

STRONG UNIT ECONOMICS

STORE GROWTH

TOTAL RETAIL SALES

SHARE GROWTH

SCALE

ENABLES

VALUE
VALUE AT SCALE DRIVES...

...SUSTAINABLE PRICE POINTS FOR OUR CUSTOMERS
VALUE AT SCALE DRIVES...

ORDER COUNTS

HEALTHY SAME STORE SALES

STRONG UNIT ECONOMICS

STORE GROWTH

TOTAL RETAIL SALES

SHARE GROWTH

SCALE

ENABLES

VALUE

...PROFITABLE ORDERS FOR OUR FRANCHISEES
MAKES HEADWINDS FOR EVERYONE ELSE...

...TAILWINDS FOR DOMINO’S
VALUE AT SCALE DRIVES PROFIT POWER

CONSISTENT AND SUSTAINABLE

PROFIT POWER > PRICING POWER

EVEN WHEN ECONOMIC CIRCUMSTANCES HAVE IMPEDED PRICE INCREASES
*Average store economics are internal Company estimates based on unaudited results reported by domestic franchise owners. 2018 data to be finalized in 2019.
PROFIT POWER IS ACHIEVED THROUGH…

ORDER COUNTS

HEALTHY SAME STORE SALES

STRONG UNIT ECONOMICS

STORE GROWTH

TOTAL RETAIL SALES

SHARE GROWTH

SCALE

VALUE

VALUE

FORTRESSING
WE KNOW SOME ARE WORRIED ABOUT IMPACT ON COMP...

1.0-1.5%

Company estimate, U.S. only, for 2018.
2018 Q3 YTD Average Same Store Sales
Top 10 Domestic QSR Brands

Top 10 Public QSR brands from Restaurant News 2017 Top 100 by US Sales
SSS from Public filings and other public sources. Starbucks and Sonic sales are through Q4, all other brands are through Q3.
SSS from US system unless unavailable. Where unavailable, the closest store group that is publicly reported (e.g., North America) was used.
WHY DOESN’T THE COMP IMPACT WORRY US?

- Sustaining the best same-store sales in the industry
- Order count requires capacity
- Unit growth feeds current and future capacity

...We are playing the short and long game.
WHY FORTRESS?

• Proximity = better service
• Better driver economics and opportunity
• Increased, incremental carryout sales
• Maximizes enterprise growth and profitability opportunity for franchisees
• Defends against aggregators
• Drives/keeps competition out
WHERE IS FORTRESSING WORKING? INDIA.

We have one less competitor in the market...and we didn’t “comp” them into leaving.

We fortressed them out.
WHERE IS FORTRESSING WORKING? UK

**Exeter, UK**

- Split in 2014 and 2015
- 2018 total sales +106.5% vs. 2013
- Significant service improvements in the area, mainly driven by reduced leg time

Exeter Total Retail Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>£2.4m</td>
</tr>
<tr>
<td>2014</td>
<td>£2.9m</td>
</tr>
<tr>
<td>2015</td>
<td>£4.0m</td>
</tr>
<tr>
<td>2016</td>
<td>£4.5m</td>
</tr>
<tr>
<td>2017</td>
<td>£4.8m</td>
</tr>
<tr>
<td>2018</td>
<td>£5.0m</td>
</tr>
</tbody>
</table>

Source: Domino’s Pizza Group
WHERE IS FORTRESSING WORKING? UK

Nottingham, UK

• 4 additional stores since 2013
• 2018 total sales +76.8% vs. 2013
• Average delivery time now at 23.9 minutes

Nottingham Total Retail Sales

Source: Domino’s Pizza Group
EXETER & NOTTINGHAM CONTINUING TO GROW POST SPLIT

**Average Weekly Unit Sales (AWUS)**

- **Exeter**: +14.5%
- **Nottingham**: +22.6%

Source: Domino’s Pizza Group
WHERE IS FORTRESSING WORKING? LAS VEGAS

12 months Pre-Realignment (3 stores)

12 months Post-Realignment (4 stores)

Source: Domino’s internal data. Pre-time period for the cluster is one year prior to 2017 opening of store 9038, post time period for the cluster is one year after opening of 9038
WE PLAN TO INCREASE STORE COUNT IN LAS VEGAS BY 25% IN THREE YEARS...ALL REALIGNMENTS

Las Vegas Corporate Store Count

- 2016: 27
- 2019: at least 34 (+25%)

Opened December 2017
Opened December 2018

Source: Company data
WHERE IS FORTRESSING WORKING? ROANOKE, VA

**One Store**
- Total Sales: +$500K/yr
- EBITDA: +$130K/yr

- Original Territory of Legacy Store (16,000 Addresses)

**Two Stores**
- New Territory of Legacy Store (9,850 Addresses)
- Territory of New Store from legacy store (6,620 Addresses)
- Territory of New Store (400 addresses)

Note: Store opened July 2017. Pre-split data are 13 periods prior to July 2017; Post-split data 13 periods after July 2017.
DOMINO’S FRANCHISEES APPROACHING $1MM IN AVERAGE ENTERPRISE EBITDA

Calculation: EBITDA per store X average number of stores per franchisee.

Average EBITDA per Franchisee ($)
AND WHAT ABOUT THE ENTIRE U.S. FRANCHISEE SYSTEM COMBINED?

Total EBITDA, U.S. Franchisees

2008: $223M
2017: $480M+
2017: $707M
WHICH IS WHAT DRIVES THE VIRTUOUS CYCLE

- Winning in every neighborhood and market
- Driving the best unit and franchisee economics
- Attracting more investment from our franchisees and master franchisees
- Leveraging our scale at the enterprise level
- Generating best-in-class returns for our shareholders
### Consistently Delivering Growth
- Top Line Growth Drivers
- Bottom Line Results
- Shareholder Returns

### Looking Ahead to 2019
- Accounting Update
- Investing to Win
- Food Basket and FX Outlook
- Balance Sheet Update
- 3-5 Year Outlook

### The Global Opportunity
- Industry Outlook
- DPZ Opportunity
RETAIL SALES MATTER
Growth generated in four ways:

- U.S. Comps
- International Comps
- U.S. Store Growth
- International Store Growth

= GLOBAL RETAIL SALES
ACCELERATING U.S. STORE GROWTH AND STRONG COMPS

Domino’s U.S. Retail Sales Growth

Sales from New Stores
Same Store Sales

- 30th consecutive quarter of positive same store sales growth.
- Store split impact headwinds of ~1.0% to 1.5% in 2018.

Note: 2015 excludes impact of the 53rd week
INTERNATIONAL DELIVERING DOUBLE-DIGIT GROWTH

Domino's International Retail Sales Growth (Excluding Impact of FX)

Note: 2015 excludes impact of the 53rd week
BALANCED GLOBAL STORE GROWTH MATTERS

Net Growth +5,612

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S.</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>513</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>631</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>743</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>901</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td></td>
<td>1,281</td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td>1,045</td>
</tr>
<tr>
<td>Q3 2018 TTM</td>
<td></td>
<td>920</td>
</tr>
</tbody>
</table>
Average U.S. Franchise Store EBITDA (in thousands)

- 2008: $49
- 2009: $61
- 2010: $67
- 2011: $70
- 2012: $75
- 2013: $82
- 2014: $89
- 2015: $126
- 2016: $133
- 2017: $136
- 2018: $137-140*

*Average store economics are internal Company estimates based on unaudited results reported by U.S. franchise owners. 2018 data to be finalized in 2019.
WINNING TOGETHER MATTERS – DPZ SHAREHOLDERS

~20%+ CAGR*

<table>
<thead>
<tr>
<th>Year</th>
<th>EPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$1.69</td>
</tr>
<tr>
<td>2012</td>
<td>$2.02</td>
</tr>
<tr>
<td>2013</td>
<td>$2.45</td>
</tr>
<tr>
<td>2014</td>
<td>$2.90</td>
</tr>
<tr>
<td>2015</td>
<td>$3.45</td>
</tr>
<tr>
<td>2016</td>
<td>$4.30</td>
</tr>
<tr>
<td>2017</td>
<td>$5.91</td>
</tr>
<tr>
<td>Q3 2018 YTD</td>
<td>$5.80</td>
</tr>
</tbody>
</table>

*CAGR represents 2011-2017. EPS amounts are adjusted for items affecting comparability. Items adjusting comparability are detailed in the respective Earnings Release on Form 8-K.
CONSISTENT SHAREHOLDER RETURNS MATTER

### Share Buybacks and Dividends

- $3.5B+ returned to shareholders since 2011
- Average Annual Total Shareholder Returns:
  - DPZ 46%
  - S&P 500 12%
  - S&P 500 Rest. Index 16%

**Note** – 2018 YTD 10/11/2018, as disclosed in the Q3 10-Q
Consistently Delivering Growth

- Top Line Growth Drivers
- Bottom Line Results
- Shareholder Returns

The Global Opportunity

- Industry Outlook
- DPZ Opportunity

Looking Ahead to 2019

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THE GLOBAL OPPORTUNITY MATTERS

Global Pizza Industry
$141B

Global QSR Pizza Industry
$84B

- U.S. QSR Pizza Market
- Intl. QSR Pizza Industry

Growing
- U.S. Low Single Digits
- Intl. 3-6%
- Globally, carryout and delivery segments are growing faster than dine-in.

Fragmented
- U.S. Top 4 ~47%
- Intl. Top 4 ~32%

Source for U.S. Pizza Category from The NPD Group/CREST® year ending November 2018: the U.S. QSR pizza category is valued at $36.5 billion, and the U.S. Casual Dining pizza category is valued at $2.9 billion.
Source for International Pizza Category from Euromonitor International: the International QSR pizza category is valued at $47 billion and the International Full Service pizza category is valued at $54 billion.
Methodology and definitions for International category estimates have changed since previous updates.
THE GLOBAL GROWTH OPPORTUNITY MATTERS

DPZ U.S. Store Opportunity

2,000+

NOTE: Company and franchise estimates
THE GLOBAL GROWTH OPPORTUNITY MATTERS

DPZ U.S. Store Opportunity

Top 15 International Markets Store Opportunity (Excluding BRIC)

2,000+

3,000+

NOTE: Company and franchise estimates
THE GLOBAL GROWTH OPPORTUNITY MATTERS

DPZ U.S. Store Opportunity: 2,000+

Top 15 International Markets Store Opportunity (Excluding BRIC): 3,000+

BRIC Store Opportunity: 3,500+

NOTE: Company and franchise estimates
CONSISTENTLY DELIVERING GROWTH

- Top Line Growth Drivers
- Bottom Line Results
- Shareholder Returns

THE GLOBAL OPPORTUNITY

- Industry Outlook
- DPZ Opportunity

LOOKING AHEAD TO 2019

- Accounting Update
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IMPACT OF LEASE ACCOUNTING STANDARD

Expect significant balance sheet gross-up at Q1 2019

No material income statement impact expected

No changes to prior year financials
SMART INVESTING FOR THE LONG-TERM MATTERS
SMART INVESTING FOR THE LONG-TERM MATTERS

Projected 2019 Gross G&A

$390 – 395M

Projected 2019 Capital Expenditures

$110 – 120M

Note: Spend can flex significantly with performance and strategic opportunities.
2019 U.S. FOOD BASKET OUTLOOK

Current U.S. store food basket outlook is projected to be up 2% to 4% vs. 2018 levels
2019 FX OUTLOOK

Diversified portfolio of more than 60 currencies

Currently projecting a $5.0M to $10.0M negative impact in 2019 vs. 2018 rates
BALANCE SHEET UPDATE

Ended Q3 2018 with a leverage ratio ~5.5x

Next par call opportunity January 2020

Goal is to optimize cost of capital over time; will continue to be opportunistic

NOTE: Leverage represents trailing twelve-month segment income divided by total notes, as found in the Company’s Q3 10-Q filing
REAFFIRMING OUR 3-5 YEAR OUTLOOK

U.S. Same Store Sales
+3% to +6%

International Same Store Sales
+3% to +6%

Global Net Units
+6% to +8%

GLOBAL RETAIL SALES
+8% to +12%

Outlook does not constitute specific earnings guidance.
Domino’s does not provide quarterly or annual earnings estimates.
WHAT MATTERS.

DPZ INVESTOR DAY 2019
QUESTIONS?