



Domino's Pizza Enterprises Limited
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Domino's Japan open's 900th store – reaffirming long-term outlook

Domino's Japan has today opened the market's 900th store, the first Domino's Pizza Enterprises Ltd market to reach the milestone, just nine months after opening the Company's 800th store.

At the official opening southwest of Tokyo, Domino's Japan Chief Operating Officer Ben Osborne said the Isawa store, owned by a local franchisee, exemplified the future potential of the market.

"Our earlier history in Japan was centred on the major cities of Tokyo, Osaka and Nagoya – today, in partnership with experienced local franchisees, we are fortressing our position across all prefectures," Mr Osborne said.

Domino's Japan is hiring a record number of team members across the country, aiming to employ 20,000 new team members.

The newest store is the fifth for the Yamanshi prefecture, and the second for franchisee Ken Shimafuji.

Shimafuji-san said his second store would allow him to reach more customers, and to safely deliver, faster.

"I am pleased to be able to serve more customers, and to offer employment to local people in Fuefuki-shi city.

"Equally, I am proud that we are able to contribute to Domino's Japan's Feed the Need program; our stores have donated 500,000 pizzas to those in need, and we will continue to do our part to contribute to our local community.

"Together with my team, we will be able to make Domino's the customers' choice in our city, allowing me to expand with additional stores in the future."

Mr Osborne reiterated Domino's Japan's plans to operate 2000 stores by 2033, allowing Domino's to be the most efficient food delivery business in Japan.

"We have expanded from 550 stores in 2019 and are on track to open our 1000th store in the 2023 Financial Year. This expansion has been essential to reach new customers and serve them on more occasions, and we are well on track for our longer-term milestone of 2000 stores.

"Our local team members should be proud. They have grown the pizza category by introducing new customers to a Domino's experience and in turn, customers have shown they appreciate the value we provide, with a high quality product, delivered fast, at an affordable price.

Domino's Pizza Enterprises Ltd APAC CEO Josh Kilimnik said: "We were first able to lift our long-term plans for Japan by implementing our OneDigital online sales platform, then by expanding our offering through initiatives including the 'barbell' menu strategy and half-priced carry-out.

"We lifted our expectations again when we launched in-store dough production (similar to Australia/New Zealand) and once again last year after we introduced national ingredient pricing across our stores, opening up previously inaccessible prefectures.



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"These structural changes have unlocked large areas of the country, increasing our total addressable market by millions of additional potential customers.

"Compared to two years ago, Domino's Japan is a significantly larger, more resilient business, because our franchisees and our stores put the customer experience first.

"Domino's Japan believes that brands have a truly national recognition when they have 1000 stores and we are in reach of this near-term goal – our longer-term focus is on cementing our position as one of the larger quick service restaurants in Japan with 2000 stores."

Domino's Pizza Enterprises Group CEO & Managing Director Don Meij congratulated the Domino's Japan team: "With high quality franchisees including Shimafuji-san, a menu offering that resonates with customers, and world-class delivery times – we are confident Japan will soon be one of the largest Domino's markets in the world."

Note: Domino's Japan intends to welcome visitors to an Investor Day in May 2022, subject to border restrictions. Further information will be published at <https://investors.dominos.com.au>

This release has been authorised for release by Group CEO & Managing Director, Don Meij.

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