



ANNUAL GENERAL MEETING Chairman's Address

PRESENTED BY ROSS ADLER //////////////////////////////////////

DOMINO'S PIZZA ENTERPRISES LIMITED AUSTRALIA NEW ZEALAND FRANCE BELGIUM NETHERLANDS

FINANCIAL HIGHLIGHTS

- NPAT up 16.0% to \$17.8m, rolling previous 2 years of 30% growth pa; NPAT CAGR FY07-10 is 25.1%
- The year's profit was generated from Total Network Sales of \$694.3 million, an increase of 2.7% on the previous year
 - Network sales growth up 5.6% in ANZ and up 14.3% in DMP Europe (constant currency). Reported sales and revenue impacted by stronger AUD
- Strong EBITDA growth of 15.1% to \$32.5m
- Net Debt further reduced by \$5.9m (cash positive \$2.3m)
- Tax rate 24.9%
- EPS 26.2c, up 15.9% on FY09



DOMINO'S PIZZA ENTERPRISES LIMITED



KEY HIGHLIGHTS

- Strong balance sheet with low gearing levels allowed the business to continue to reinvest in growth
- Investment:
 - New Dutch Commissary
 - Digital media to drive more ordering capabilities
 - Refurbishment and upgrade of stores
- Belgium acquisition – 15-store pizza chain “A Pizza Company”
- During 2009-10 Domino’s Pizza Enterprise Ltd grew its store count to 823, adding 54 new stores (41 in Europe and 13 in ANZ)



DOMINO'S PIZZA ENTERPRISES LIMITED



DIVIDENDS

- Final fully-franked dividend 11.8 cents, including special dividend of 3.4 cents
- Total full year dividend to 17.8 cents per share



DOMINO'S PIZZA ENTERPRISES LIMITED



AUSTRALIA AND NEW ZEALAND

- SSS growth in Australia/NZ +3.23%, rolling over record year in FY09 following new menu launch
- Continued image upgrade for stores
- Successful launch of the new Domino's iPhone App in November 09 exceeded all expectations



DOMINO'S PIZZA ENTERPRISES LIMITED



EUROPE

- Core operating profits up 43.7% (like for like vs FY09 – royalty equalised)
- Addition of 41 new stores in FY10 including the acquisition of Pizza Company in Belgium
- Total network sales up 14.3% (constant currency) on FY09
- SSS recovered strongly in H2 +3.68% to finish the full year +1.75%
- Opened 300th European store



DOMINO'S PIZZA ENTERPRISES LIMITED



LOOKING FORWARD

- Key focus areas have been highlighted to help deliver growth in all five countries
- This includes operations, store count growth, menu focus and advancing in new technologies
- Continue our investment in new platforms including stores, logistics and digital media
- Board and management will continue to work closely towards Company goals



DOMINO'S PIZZA ENTERPRISES LIMITED





3 November 2010

(SLIDE ONE)

Good afternoon,

The 2010 Financial Year was a successful year for Domino's Pizza with positive results across both the Australia/New Zealand and European markets.

The results posted during the 12 months to 4 July 2010 were reflective of strong sales growth across our five countries which were aided by adding new platforms to our business.

(SLIDE TWO)

Highlights

Domino's success across Australia, New Zealand, France, Belgium and The Netherlands is testament to our experienced senior management, who have driven the business by focusing on two things: being the customer's champion; and continually looking for opportunities to make Domino's Pizza an even better business.

A Net Profit After Tax of \$17.8 million, up 16% on the previous year, was achieved through strong performances across our ANZ and European markets and the introduction of a new lunch time offering and a healthier range of products in Australia.

The year's profit was generated from Total Network Sales of \$694.3 million, an increase of 2.7% on full year 2008-09.

Total Network Sales was made up of strong sales growth of 5.6% in Australia/New Zealand and while Europe experience growth of 14.3%.



These reported sales and revenue were impacted by the stronger Australian Dollar.

Domino's Pizza also had solid EBITDA growth of 15.1% to \$32.5m for the 2010 Financial Year.

As a result of three years of strong earnings and a solid balance sheet Domino's has further reduced its Net Debt by \$5.9 million and is now cash positive by \$2.3 million. The Domino's business is now well positioned to continue exploring growth opportunities across its two major markets.

(SLIDE THREE)

Key highlights

The introductions of significant new platforms to the business across both markets were key highlights of the year.

From investment into new logistics in Europe, with the opening of our Dutch commissary to investment in digital media to deliver another ordering capability, Domino's Pizza established key areas of the business to ensure future growth.

Domino's also expanded in Belgium with the acquisition of the 15-store Belgian pizza chain "A Pizza Company" in December 2009.

As a result of solid financial indicators Domino's Pizza's balance sheet remains strong and secure with low gearing and significant free cash generated by the group's solid operations.

During 2009-10 the Company grew its store count to 823, having added 54 new stores to the mix with 13 in the Australia and New Zealand market and 41 in our European operations, including the Belgium acquisition.



(SLIDE FOUR)

Dividends

As a result of its strong NPAT, Domino's paid shareholders a final dividend of 11.8 cents per share, including a one-off special dividend of 3.4 cents per share.

This brought the total dividend for the Financial Year 2009-10 to 17.8 cents per share, representing a 43.5% increase on the Full Year dividend paid in 2009.

(SLIDE FIVE)

Strong promotions in Australia/New Zealand coupled with solid growth in our European store openings ensured we had a successful year. I would now like to share some of these achievements.

Domino's Pizza Managing Director and CEO Don Meij will present a more detailed overview of our operational performance later on in the presentation.

ANZ

The new lunchtime offering of Oven Baked Sandwiches in Australia and New Zealand and our healthier Good Choice Range menu in Australia helped deliver Same Store Sales growth of 3.23%, rolling over a record year in Full Year 2009 where we launched a new menu.

The introduction of Oven Baked Sandwiches and the Good Choice Range was about giving our customers greater choice and variety when choosing Domino's.

The reinvigoration of our stores progressed with the commencement of image upgrades in stores across Australia and New Zealand during the year.



We also opened the first Domino's store to have the makeline at the front of the store, bringing the pizza making process directly in front of the customer.

Our presence in the digital world was also significantly enhanced with the successful launch of the Domino's iPhone App in November 2009, which exceeded all expectations.

(SLIDE SIX)

Europe

Our European market's core operating profit was up 43.7%, like for like when compared to Full Year 2009.

Same Store Sales recovered strongly in the second half of the year with growth of 3.68% to finish the Full year with growth of 1.75%.

Total Network Sales were up 14.3% in constant currency on Full Year 2009.

We added 41 new stores to our European market including the acquisition of 'A Pizza Company' in Belgium.

This acquisition was a significant step forward towards greater presence in the Belgian market and delivering greater scale for our brand in that country.

We also celebrated the 300th store opening in Europe and unveiled our new Commissary in The Netherlands.

(SLIDE SEVEN)

Looking forward to the Financial Year 2010-11, Domino's Pizza has identified key focus areas to help deliver growth and scale in all our five countries.



These areas include key operational initiatives, store count growth strategies, greater menu improvements and advancement in new technologies. Overall, a focus on being the customer's champion remains at the core of everything we do.

The Domino's Board and senior management will continue to work closely towards achieving the Company's goals for the benefit of all shareholders.

On behalf of the Directors, I would like to thank you, our shareholders, for your ongoing support. This support and commitment will enable Domino's Pizza to continue its growth and financial success in the future.

I would also like to extend a thank you to management and Domino's pizza team members across Australia/New Zealand and Europe. The success of Domino's brand today is due to your enthusiasm and dedication to the business.

I now ask Domino's Pizza's Managing Director and Chief Executive Officer, Don Meij, to present an overview of the Company's operational performance for 2009-10, to discuss current trading and what to look forward to from the Company in the year ahead.



ANNUAL GENERAL MEETING CEO/MD Address

PRESENTED BY DON MEIJ 

DOMINO'S PIZZA ENTERPRISES LIMITED AUSTRALIA NEW ZEALAND FRANCE BELGIUM NETHERLANDS

FOCUS AREAS

- Operational performance
- Current trading
- Digital success
- The year ahead



DOMINO'S PIZZA ENTERPRISES LIMITED



OPERATIONAL SUCCESS

- French CEO has returned to Australia as COO to spearhead the focus on improving our operations
- We have stepped up our focus on Operations which is driving better product and service
- Reimaging of older stores is a priority and we are seeing this take place across all markets
- We have put the customer at the forefront of our strategy and we are already seeing the benefit of this focus
- Existing franchisees are looking closer at splitting old territories to accommodate more new stores, which will provide better service to the customer and give better financial metrics.



DOMINO'S PIZZA ENTERPRISES LIMITED



STORE GROWTH

- Added 54 new stores across our five countries including 41 in Europe and 13 in ANZ
- Today, our Group store count = 833
- We expect to add 50 – 60 new stores to the network by June 2011
- So far we have opened 10 new stores this Financial Year (2 in ANZ and 8 in Europe)



DOMINO'S PIZZA ENTERPRISES LIMITED



DOMINO'S DIGITAL SUCCESS

- Domino's iPhone App continues to impress with over 350,000 downloads and an increasing number of orders placed each week
- FY11 sees us continue to invest in our online platforms and applications to ensure our customers continue to have the ability to order wherever and whenever they like
- More online advertising to help drive people to our estore while on the internet.



DOMINO'S PIZZA ENTERPRISES LIMITED



CURRENT TRADING

- Group Same Store Sales up 7.83% (Jul - Oct 2010)
 - ANZ SSS (Jul - Oct 2010) are up 9.35%
 - Europe SSS (Jul - Oct 2010) are up 4.21%
- Australian sales have been very strong over the last 4 months following the relaunch of the Traditional range lead by the Supreme and more recently our Square Puff promotion
- Significant interest continues being shown from new franchisees to acquire both new and existing stores



DOMINO'S PIZZA ENTERPRISES LIMITED



THE YEAR AHEAD – CONFIRMING GUIDANCE

- First four months of trade has been strong, but Domino's remains cautious about the future
- Strong top line sales have helped offset strengthening AUD when translating overseas income streams

Reiterating Guidance for Full Year 2010-11:

- EBITDA growth between 15-20%
- NPAT growth between 10-15%
- Estimated Tax Rate – 30%
- Approximate Net Capex – \$8-12 million



DOMINO'S PIZZA ENTERPRISES LIMITED



THE YEAR AHEAD - ANZ

- Improving operations and reinvigorating our stores for our customers
- Projects which have been implemented over the past 4 months will deliver further value moving forward
- Service initiative project will build momentum in the second half of FY11
- Our internal IT infrastructure upgrade will enable us to do more for our customers



DOMINO'S PIZZA ENTERPRISES LIMITED



THE YEAR AHEAD – ANZ (cont)

- We have personalised our service through customer call backs
- We are proud of our food and people that's why we have moved the makeline to the front of the store and opened up our kitchens



DOMINO'S PIZZA ENTERPRISES LIMITED



THE YEAR AHEAD – ANZ (cont)

- Our aggressive focus on Local Store Marketing will give us a competitive edge
- Menus
 - Looking to continue our investment in the platforms from the last 2 years
 - Improving quality and taste
 - Keeping a focus on Good Choice Range, investment in our 3 tier pizza menu
 - Working to keep our new side items and other non-pizza platforms fresh and relevant.

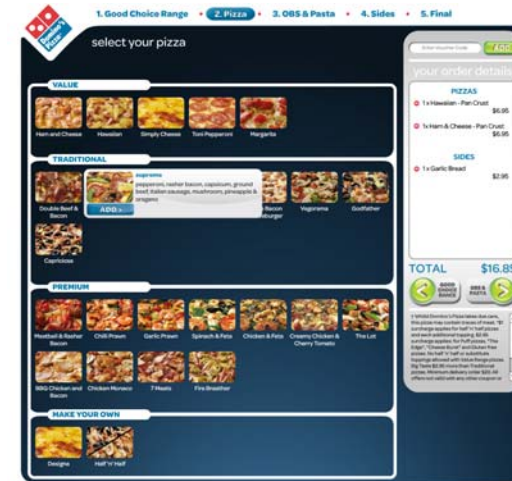


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THE YEAR AHEAD – DIGITAL

- Digital milestones:
 - New online ordering system for New Zealand recently launched
 - Includes an improved accessible site for vision impaired people
 - Will provide faster, more reliable ordering for customers
 - Gives us a flexible platform to deliver more features in the future
 - This system to be launched in Australia in the next two weeks
 - Advances in mobile ordering devices will be launched during the next 12 months



DOMINO'S PIZZA ENTERPRISES LIMITED



THE YEAR AHEAD - EUROPE

- Focus is on execution of scale – growing our like for like sales and store count in all three countries
- Western Europe is the largest market for pizza consumption – worth US\$65bn per year (UBS Research Paper July 2010)
- Strong brand presence – Domino's is now the most recognised pizza brand in France and The Netherlands (Domino's Brand Health Research 2010)
- We have been in Europe 4 years so we have greater expectations on lifting our operational standards



DOMINO'S PIZZA ENTERPRISES LIMITED



LOOKING FORWARD – EUROPE (cont)

- Menu innovation – taking the learning from ANZ to Europe
 - The Supreme launch (better toppings at a great price) idea has been developed for The Netherlands in a BBQ Mixed Grill pizza with great success
 - A similar promotion is being developed for France and will roll out in December



DOMINO'S PIZZA ENTERPRISES LIMITED



LOOKING FORWARD – EUROPE (cont)

- Increasing our corporate store count in The Netherlands
 - Great success in exceeding Franchise Same Store Sales
- Increasing our European Store Development Team to progress with more store openings in 2012
- Increasing our eat-in Quick Service Restaurant stores
 - More stores table and chairs for customers to enjoy their pizza
- Group CEO will spend a minimum of 5 months this year in Europe focusing on growth and development opportunities



DOMINO'S PIZZA ENTERPRISES LIMITED



CONCLUSION

- Opening between 50-60 new stores in FY11
- Affirming FY11 Guidance – NPAT growth of 10%-15%
- We have experienced strong earning during the first four months of 2010-11 Financial Year with sales ahead of expectations
- Domino's Pizza is cautious but optimistic about the remaining 8 months of the FY11
- Continue to lead the way online and challenge ourselves to deliver a better experience for our customer, no matter which way they order.



DOMINO'S PIZZA ENTERPRISES LIMITED





Managing Director's Address

3 November 2010

(SLIDE EIGHT)

Thank you Mr Chairman.

Ladies and Gentlemen, it's my pleasure to address you once again as Managing Director of Domino's Pizza Enterprises Ltd.

I'm immensely proud to share the successful results achieved by Domino's Pizza during 2009-10.

(SLIDE NINE)

Exploring new opportunities and looking for innovative ways to grow and improve our business was the challenge we set ourselves at the beginning of 2009-10.

This challenge saw us introduce new day parts, step further into the digital space and acquire a new pizza chain in Belgium.

The Domino's Pizza customer is always top of mind when we look at developing new areas of our business. This focus will ensure we never lose sight of what makes our business so successful. Today, I would like to share some of the key achievements from the past 12 months and also highlight some exciting areas to look forward to during the 2011 Financial Year.

Firstly, the key focus areas I will cover today include:

- Operational performance
- Current trading
- Digital success
- The year ahead.



(SLIDE TEN)

Operational Success

We welcomed Andrew Rennie back to our Australian business in August and already we have seen tremendous improvement in focus on our store operations across the country. Early results indicate customers are rewarding us for the changes we are making in taking Domino's operations up to a higher level.

This higher focus on our operations was necessary for us to improve the overall customer experience. Over the past 12 months we have introduced new menu items, improved our ingredients and enhanced our customer service. In our quest to take the whole Domino's experience to another level for our customers we now have a more concentrated effort on improving at a store level.

This operational focus is helping drive better product and service across our business.

We have also stepping up our focus to increase the number of reimaged stores. This rollout is taking place across all markets to maximise the cost efficiencies.

As mentioned earlier, we have put the customer at the forefront of our strategy and we are already seeing the benefits of this focus.

On the franchise side of our business, we are seeing existing franchisees exploring the opportunities to split store territories to accommodate more stores. This will provide better service to our customers and also give better financial metrics to the business.



(SLIDE ELEVEN)

Store growth

During the 2009 Financial Year Domino's Pizza was thrilled to add 54 new stores to the Network, with 41 across our three European countries and 13 across Australia and New Zealand.

As of today, we have already added 10 stores to the mix this financial year as we work towards our target of opening between 50 – 60 new stores by June 2011.

This brings our current store count to 833 across the five countries.

We are also progressing well with the roll out of new concept stores, where the makeline is at the front of the store.

This particular store layout and design is now in three stores across Australia.

(SLIDE TWELVE)

Domino's Digital Platform

We continue to think innovatively within the digital space. We know the changing habits of our customers mean they are leading increasingly busier lives. Developing new ways to connect with our customers when they are on the go is the key to driving our business forward.

Being able to see our latest deals or even order a pizza while they are travelling home from work on the train or bus means we are making their lives less complicated. Without continuing to invest in the digital platform of our business we risk being outdated and out of touch in the minds of Australian consumers.

This is evident in the amazing success of the Domino's iPhone App. Our App launched almost 12 months ago and it continues to impress with



more than 350,000 downloads. We are also seeing an increasing number of orders placed through the App each week.

An important part of driving our online/digital business is making sure we reach out to people when they are in the digital space. Online banner advertising has increased for us and with customers being able to click directly through to our eStore instantly we are seeing fantastic results with this medium.

Over the next 12 months our investment in our online/digital platform and mobile applications is crucial to ensure our customers continue to have the ability to order wherever and whenever they like.

(SLIDE THIRTEEN)

Current Trading

We have experienced strong earnings during the first four months of 2010-11 Financial Year with sales ahead of expectations.

Reporting today, group Same Store Sales are up 7.83% for the July to October 2010 period.

This has been achieved with Same Store Sales growth in Australia and New Zealand of 9.35%, the highest since Domino's Pizza Enterprises listed.

Across in Europe, Same Store Sales for the July to October quarter are up 4.2% on the same corresponding period last year.

In Australia Same Store Sales and Customer Counts are exceeding expectations thanks to the relaunch of our traditional range of pizzas. This was led by the revamped Supreme Pizza with rasher bacon and 100% ground Aussie Beef.

The overhaul of our 50-year-old sauce recipe saw new customers introduced to our business.



Following shortly after was the launch of our Square Puff promotion, a product unique to Domino's. The square pizza concept coupled with a flaky puff pastry crust gave our customer a whole new pizza experience.

In addition, there is significant interest being shown from new franchisees to acquire both new and existing stores. We believe this will flow on into an increased corporate store sell down and new store growth in Australia and New Zealand in the 2011 calendar year.

(SLIDE FOURTEEN)

Year Ahead – Confirming Guidance

The year ahead for Domino's will see some exciting developments as we continue to focus on being the customer's champion and push the boundaries of innovation and technology.

Before I move on to some highlights for the year ahead across our two major markets I wanted to reconfirm Domino's Pizza is on track to deliver our Guidance.

The first four months of trading have been very encouraging for us but we remain cautious with eight months still to go in the Financial Year.

Reiterating our Guidance for Full Year 2011:

- EBITDA growth between 15-20%
- NPAT growth between 10-15%
- Estimated Tax Rate – 30%
- Approximate Net Capex - \$8-12 million



(SLIDE FIFTEEN)

Year Ahead - ANZ

We are confident our customers will see improvements and positive changes within our stores by the end of June 2011.

Projects to improve our operations have been implemented over the past four months and we expect will provide us with some great results moving forward.

Our service initiative project across both our Franchise and Corporate stores will also build momentum in the second half of this Financial Year.

Our internal IT infrastructure upgrade will enable us to do more for our customers and help drive efficiencies for our team members and franchisees.

(SLIDE SIXTEEN)

Year Ahead – ANZ (continued)

As we progress with our focus on being the customer's champion we have personalised our approach to pizza ordering and customer contact.

All of our stores have now implemented a customer call back strategy to get in touch with customers who have recently place an order.

This personalised service has been well received with many customers happy to share their Domino's experience and provide constructive feedback.

Continuing with the personalised and humanised approach to pizza making, we have moved the makeline to the front of the store with all new store developments.



We take great pride in our people and our product, so by opening up our kitchens and being closer to the customer we are able to provide a better experience for everyone.

Applecross in Western Australia was the first Domino's store to display the makeline at the front of the store and since then we have rolled out this design across both Australia/New Zealand and in Europe.

(SLIDE SEVENTEEN)

Year Ahead – ANZ (continued)

Local Store Marketing is the key driver in determining where a customer will purchase their next pizza from. We have embarked on an aggressive plan to ensure we have the competitive edge to drive customers through our doors instead of our nearest competitor.

Finally, in Australia we will continue our investment in menu innovation. The new layers we have introduced over the past two years will be further developed and we have strategies in place to deliver improved quality and taste across our range.

Keeping a focus on our Good Choice Range and Three Tier menu will help to deliver even more choice and variety.

We will also work with our Product Development Team to keep our side items and non-pizza platforms fresh and relevant to our customers.

(SLIDE EIGHTEEN)

Year Ahead – Digital

We have some exciting digital milestones over the next 12 months for Domino's Pizza and I'm excited to share some of these with you today.

New Online Ordering System

We have just launched our new eStore in New Zealand which will provide faster and more reliable ordering for our customers.



The update also included an improved accessibility site for vision impaired people.

This new system also gives us greater flexibility to deliver more features in the future.

This will also be rolled out in Australia within two weeks.

Mobile Ordering

With the success we have seen in our iPhone App, we are bringing forward future mobile ordering projects to ensure people who don't own an iPhone can still order from us on the go.

These advances in our mobile ordering devices will be unveiled in the new calendar year.

(SLIDE NINETEEN) Year Ahead - Europe

Across in Europe our focus remains on executing the scale of our business in France, Belgium and The Netherlands. We want to continue to grow our same store sales and increase the number of stores we have across the market.

Western Europe is the largest market for pizza consumption – worth US\$65bn per year so we know we have a great opportunity to really take our business to the next level and maximise future growth.

Through our continued store count growth, effective marketing and above the line advertising, Domino's is now the most recognised pizza brand in France and The Netherlands.

We have been in Europe for four years and have established ourselves as a solid pizza player. To ensure we are continuing to lead and be exceptional, we have set ourselves new benchmarks for success across the service and operational aspects of our business.



(SLIDE TWENTY)

Year Ahead – Europe (continued)

We are excited to be able to share our learning between the two markets and we have seen some great results recently when we took key learning from Australia and implemented them in The Netherlands.

The Supreme launch earlier in the year in Australia was about improving the ingredients on a popular pizza and being able to offer it at a great value price.

This idea has been worked into the Dutch's new BBQ Mixed Grill pizza with great success.

A similar promotion is being developed for France and will be rolled out in December.

(SLIDE TWENTY-ONE)

Year Ahead – Europe (continued)

As mentioned at our Full Year Results we are focused on increasing our store count in Europe.

Part of this plan involves increasing our corporate store count in The Netherlands. Our corporate store presence enables us to stay abreast of trends and set a positive example of our business for franchisees.

Already we are seeing some great results from our corporate stores with Same Store Sales exceeding those of our franchise stores in The Netherlands.

To keep up with our planned new store openings we are increasing the size of our European Store Development Team to progress with more store projects in 2012.



The team is also responsible for the development of our new eat-in Quick Service Restaurant stores. These stores have a designated customer eating area with more table and chairs than traditionally seen in a Domino's Pizza store.

Insights into how customers eat and enjoy their pizzas have opened up a whole new area of the business for us in Europe and also in Australia with our Spring Hill store in Brisbane.

We are now able to now offer delivery, pick-up and eat-in options for our customers in selected locations.

Finally, I will be spending a minimum of five months this year in Europe, working with management over there and focusing on our growth and development opportunities for the Domino's Pizza brand.

(SLIDE TWENTY-TWO)

In conclusion, I would like to recap some of the key points from today's presentation:

- Opening between 50-60 New Stores across all markets in FY11
- Affirming FY11 Guidance – NPAT growth of 10% - 15%
- Group Sales are ahead of expectations and we have experienced strong earnings during the first four months of 2010-11 Financial Year
- We are expanding our digital platform and looking at new technologies to drive our business forward
- Domino's is committed improving store operations – through better product, service and image we will continue to exceed our customers' expectations while at the same time bringing new people to our business.

Finally I would like to thank all our Board members, team members, franchisees, Leadership Team, managers and office team members for their dedication and continued hard work which makes Domino's Pizza the success it is today. I would also like to thank our shareholders for their support.



I look forward to growing our business in both Australia and New Zealand and Europe and continuing our commitment to be the customer's champion.

Thank you.