



WEDNESDAY 16 FEBRUARY 2011

Domino's Net Profit After Tax up 16.9%

Australian pizza maker Domino's Pizza Enterprises Limited (DMP) today announced a \$10.2 million half-year Net Profit After Tax, up 16.9% on the corresponding period last year.

The robust half-year profit was the result of strong core operations which saw the Company achieve Same Store Sales (SSS) growth of 9.1% above the same corresponding period last year.

The ANZ market experienced double digit SSS growth of 10.9% for the first half of the 2011 financial year with Australia achieving its strongest SSS in the last eight years.

Domino's European market also recorded solid SSS growth of 4.7% compared to the first half last year.

Domino's CEO and MD Don Meij said the strong first half results were supported by successful product launches in Australia and New Zealand.

"We have recorded a strong performance for the first half of the 2011 financial year, particularly in Australia and New Zealand where innovative new product launches, such as our Square Puff pizza and Prawn Pizza Range, have significantly contributed to strong sales and customer count growth," Mr Meij said.

"In Europe, Network Sales were up 14.4% on the same corresponding period last year, while core operating profits were up 52.3% before non-recurring items."

An increase in the dividend payout ratio to 70% will result in the Company paying shareholders an interim fully-franked dividend of 10.4 cents per share, up 73.3% on the dividend paid in the corresponding period last year.

The interim dividend will be paid on 14 March 2011 with a record date of 28 February 2011.

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Store count	843	786	7.3%
Total Network Sales	\$364.5m	\$353.5m	3.1%
Same Store Sales	9.1%	2.9%	
Revenue	\$120.9	\$119.4m	1.2%
EBITDA	\$18.8m	\$15.9m	18.5%
NPBT	\$14.3m	\$11.7m	22.9%
Net Profit After Tax	\$10.2m	\$8.7m	16.9%
EPS	14.9c	12.8c	16.4%
Interim Dividend (per share)	10.4c	6.0c	73.3%

*Figures in the above table have been rounded to one decimal place. Percentages (%) have been calculated on actual figures.



Mr Meij said Domino's strong focus on quality, choice, value and product innovation, contributed to the success of recent promotions in Australia and New Zealand.

"We have seen significant results from our focus on improving the quality of our core pizzas and offering them at great value prices to our customers. We also know our commitment to offering greater choice on our menu is bringing more customers into our stores," Mr Meij said.

Across in Europe Mr Meij said the Same Store Sales (SSS) continued to be strong while the brand continued its growth strategy in the first half by adding new stores and driving its online presence.

"We added ten new stores to our European market during the first six months of the 2011 financial year. Domino's France is now the leading pizza company in terms of store count, sales and brand awareness. In The Netherlands, online ordering continues to grow with 38% of orders now placed through the website."

Looking forward, Mr Meij said the Company had a well developed product rollout plan for the remainder of 2011 including adapting ANZ programs for the European market. He also said record franchisee enquiries in Australia meant the Company was confident of solid growth in the second half of 2011.

"We are on track to open 60 new stores this financial year and we are very impressed with the number of new franchisee enquires we are getting in Australia in particular. This interest will help spearhead our corporate store sell down and new store openings over the next six months," Mr Meij said.

"In terms of new product promotions, we will be launching our 'Better Meatlovers' promotion in Australia later this month and are confident we have the right product pipelines across the Group to continue the momentum we have seen so far this year."

Today, DMP has a network of 844 stores, including 536 in Australia and New Zealand and 308 across France, Belgium and The Netherlands.

DMP is Australia's only publicly-listed pizza company and is the master franchisor for the Domino's Pizza brand in Australia, New Zealand, France, Belgium and The Netherlands.

ENDS.

For further information, interviews or images contact:

Sarah Broad, Domino's Corporate Communications Manager – 0400 750 022

Domino's Pizza CEO Don Meij will be available for telephone interviews on Wednesday 16 February 2011 between 10am – 12noon (Sydney time).