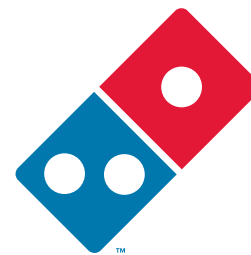


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www.dominos.com.au



In addition to providing the Annual Report, in 2014 Domino's Pizza Enterprises is also making available to its shareholders a separate commentary on the results in an electronic and interactive form, as a website and as a mobile application.

Our fully functional website can be accessed at <http://dominospizzaannualreport.com.au>
The iPhone & iPad app is available at <http://dominospizzaannualreport.com.au/apple>
or for Android at <http://dominospizzaannualreport.com.au/android>

A PDF version of the commentary follows.

Craig Ryan
Company Secretary
Domino's Pizza Enterprises Limited



#SLICE OF LIFE

LIFE IS FOR LIVING, AND THAT'S WHAT OUR CUSTOMERS DO BEST. THEY'RE LIVING FOR THE MOMENT AND SHARING IT WITH FRIENDS AND FAMILY. FROM FITTING INTO THEIR POCKET, TO FITTING INTO THEIR LIFESTYLE, WE'RE STRIVING TO DELIVER ON EVERY OPPORTUNITY - EVEN THOSE ONCE CONSIDERED IMPOSSIBLE. OUR CUSTOMERS ARE NOW ORDERING, SHARING AND ENJOYING MORE THAN JUST A SLICE OF PIZZA. DOMINO'S IS A SLICE OF LIFE.





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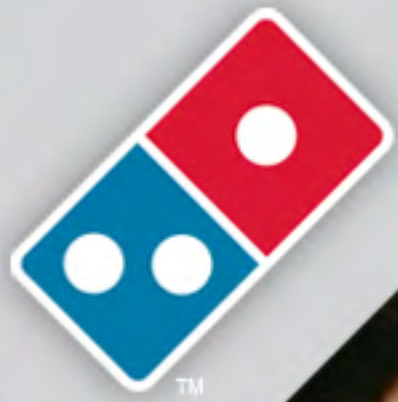




#SLICE OF LIFE

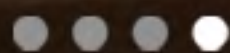
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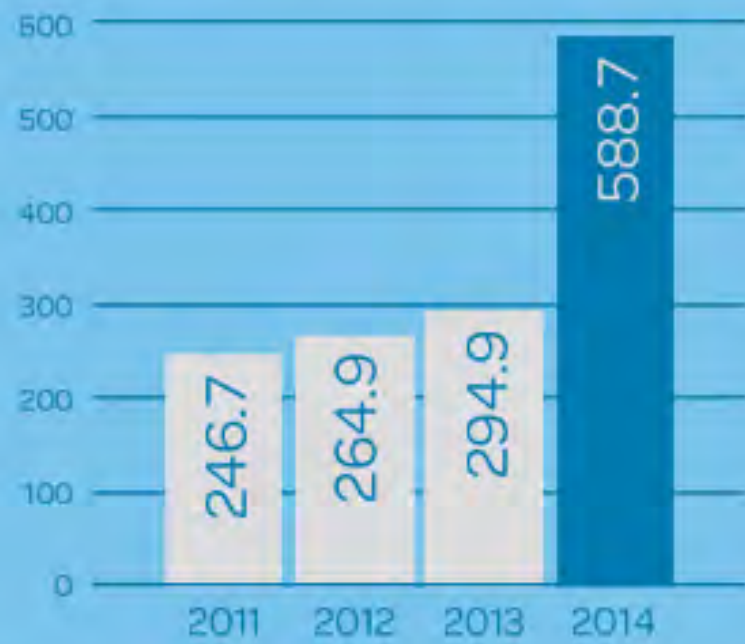
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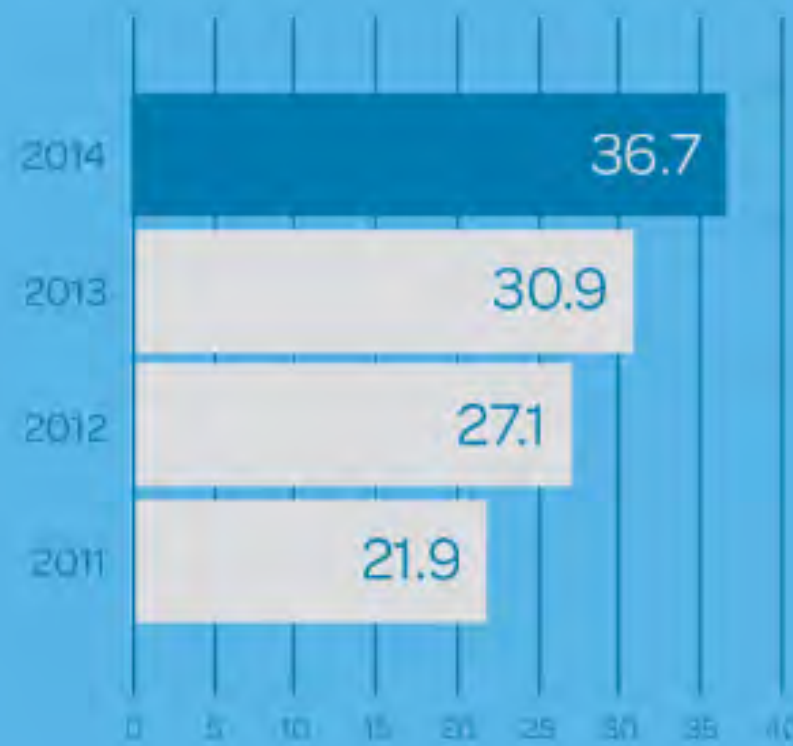
SLICE OF THE PIE

REVENUE

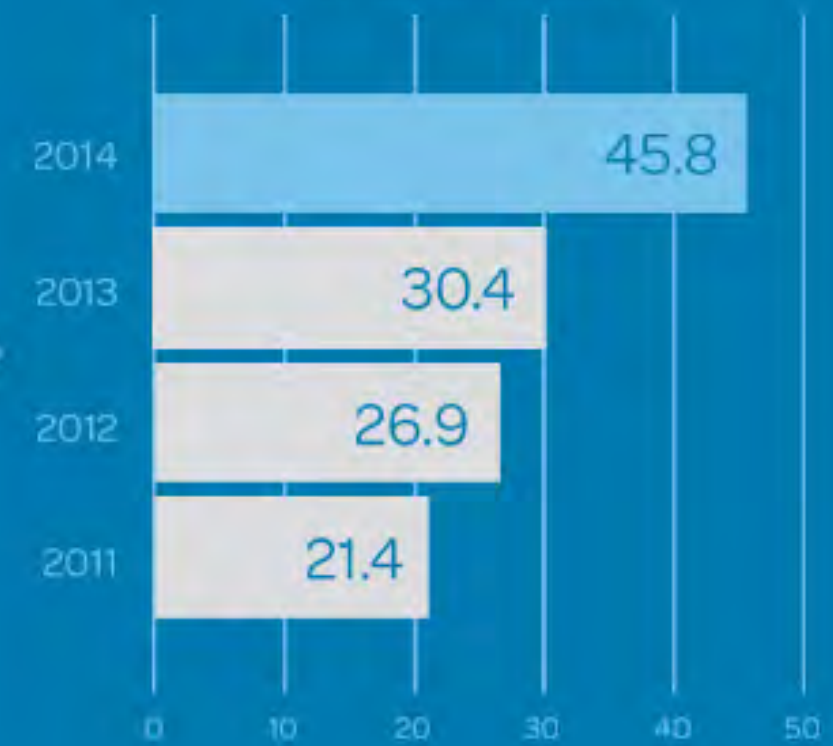


GREW 99.6%

DIVIDENDS CENTS PER SHARE



UNDERLYING NPAT⁽¹⁾
AFTER MINORITY INTEREST



11 STORES NOW IN JAPAN IN THE

Can Do!

PARTNERS FRANCHISING PROGRAM

1,000,000+

FACEBOOK FANS
IN AUSTRALIA

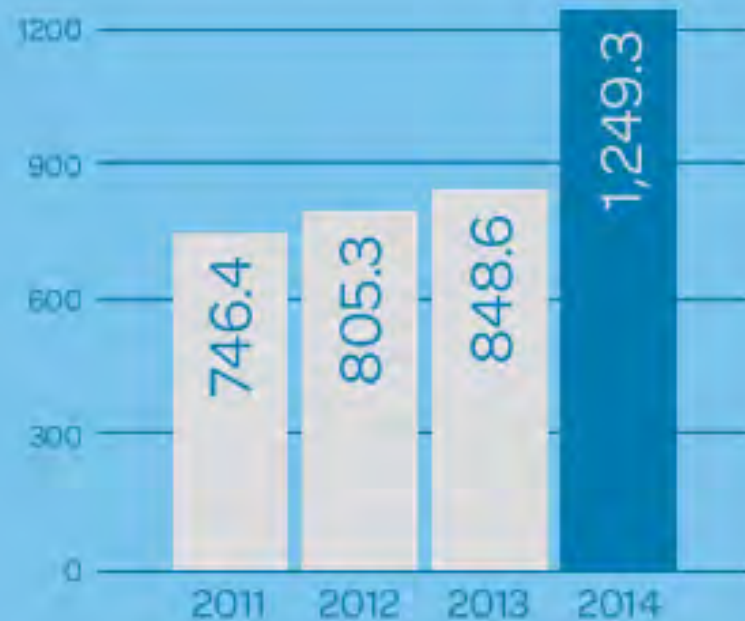
eCLUB SUBSCRIBERS
IN NZ

240,000+

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NETWORK SALES

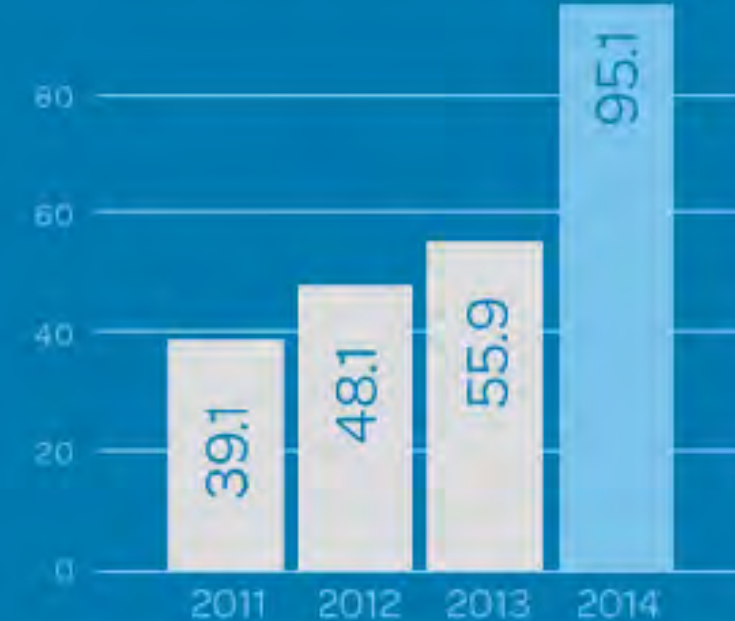


UP **47.2%**

STORE COUNT



UNDERLYING EBITDA⁽¹⁾



UP **70.0%**



+90 MILLION
PIZZAS SOLD ANNUALLY



6 MARKETS
WITH ALMOST **20,000** EMPLOYEES

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CHAIRMAN'S MESSAGE

IT IS WITH GREAT PLEASURE I SUBMIT THE FIRST REPORT IN MY POSITION AS CHAIRMAN FOR DOMINO'S PIZZA ENTERPRISES LIMITED (DPE). I HAVE FOLLOWED THE BUSINESS WITH GREAT INTEREST OVER A LONG PERIOD OF TIME BUT SINCE COMMENCING IN THE ROLE IN MARCH THIS YEAR, I HAVE WITNESSED FIRSTHAND THE INNOVATION AND RESULTS BEING PRODUCED BY THIS THRIVING COMPANY. I AM PLEASED TO REPORT ON A FURTHER YEAR OF GROWTH AND ACHIEVEMENT FOR DPE.

For the reporting period, DPE achieved an Underlying Net Profit After Tax⁽¹⁾⁽²⁾ of \$45.8 million, up 50.4% on the same period last year. The Company will pay shareholders a final fully-franked dividend of 19 cents per share, bringing the full year dividend to 36.7 cents which is an 18.8% growth over the prior year.

Strong trading results in Australia and New Zealand and the acquisition of the Japan business has seen the EBITDA⁽¹⁾ grow by 70% to \$95.1 million on an underlying basis. We continue to see great results in our ANZ business with impressive online sales, store openings and strong customer counts. These two markets continue to be leaders in delivering digital projects and technology solutions that are considered world-class.

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(2) After Minority Interest.



[VIEW VIDEO](#)



CHAIRMAN'S MESSAGE

After a review of our European operations and moving a significant leader of our business to lead the charge, we are seeing some real improvements and results in this market, particularly in the second half of the year. We are confident the performance of our European operations will continue to improve, and we will see an increase in the number of new store openings.

Following the announcement of the Company's biggest acquisition to date, a 75% shareholding of Domino's Pizza Japan (DPJ) in August 2013, we have seen significant growth in this market. We achieved record sales in December of ¥3.6 billion (roughly \$38.8 million), to become number two in the country and finished the 12 month period recording a growth in same stores sales of 11.2%. Following on from its strong first half, we upgraded EBITDA growth guidance for DPJ to be approximately 25% for the full year - this guidance was exceeded. We are working hard to reach our goal of holding the number one position in Japan in the next 12-18 months.

We have celebrated some significant milestones across the Group during the past 12 months, including our 1300th store opening which is something the entire business should feel proud of. Included in this milestone is the opening of 132 stores right across the business for the full year period, including 44 new stores in Australia and New Zealand, 27 in Europe and, during the full 12 month period, 61 new stores in Japan.

We have also successfully implemented a number of innovative digital solutions across the entire Group. While language may vary across the markets, we all speak "Domino's", continue to drive the Domino's vision and deliver a recipe that works.



[VIEW VIDEO](#)



CHAIRMAN'S MESSAGE

At this point in time, it is fitting to acknowledge and thank Ross Adler, who was Chairman of DPE for close to nine years. His contribution during that time was outstanding. Ross remains committed to DPE in his role as Deputy Chairman and, along with a dedicated Board of Directors, remains a key part of the DPE story.

I also want to take this opportunity to thank each and every one of our Shareholders for your continued support and commitment. Your belief in the brand and the business is what motivates us. To our Executive Team and our employees (our Dominoids)... thank you – our people continue to be the power behind our business. After all, we are only ever as good as the last pizza that has gone out the door!

JACK COWIN
CHAIRMAN



VIEW VIDEO

CEO REPORT

DPE IS COMMITTED TO IMPROVING THE QUALITY OF OUR PRODUCTS, DRIVING THE DOMINO'S VISION OF LEADING THE WAY IN THE DIGITAL SPACE, AND DELIVERING VALUE FOR OUR CUSTOMERS – THAT'S WHAT THEY EXPECT FROM US AND WE ARE COMMITTED TO RAISING THE BAR TO A NEW LEVEL.

DON MEIJ

GROUP CHIEF EXECUTIVE OFFICER &
MANAGING DIRECTOR



[VIEW FULL REPORT](#)



[VISIT](#)



MARKETS

ALL

AUSTRALIA / NEW ZEALAND

EUROPE

JAPAN

LOOKING FORWARD
IN AUSTRALIA & NEW ZEALAND



AUSTRALIA SEES THE
LAUNCH OF
PIZZA MOGUL



DIGITAL
INNOVATION
IN AUSTRALIA & NEW ZEALAND



NEW
PRODUCT
IN AUSTRALIA & NEW ZEALAND



FRANCHISING &
DEVELOPMENT
IN AUSTRALIA / NEW ZEALAND



NEW
PRODUCT
IN EUROPE



DIGITAL INNOVATION
IN EUROPE



LOOKING
FORWARD
IN EUROPE



FRANCHISING &
DEVELOPMENT
IN EUROPE



FRANCHISING &
DEVELOPMENT
IN JAPAN



DIGITAL
INNOVATION
IN JAPAN

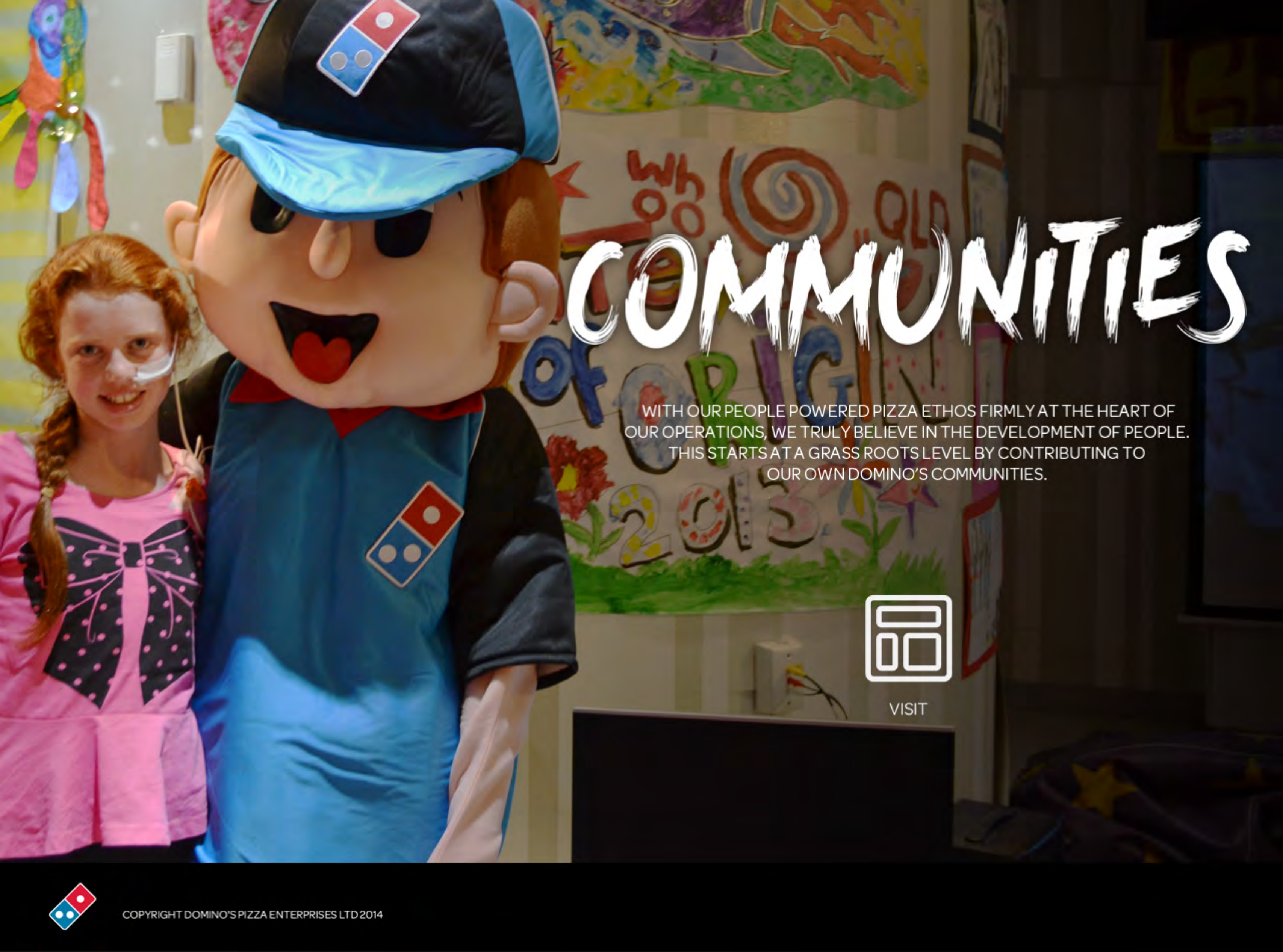


NEW
PRODUCT
IN JAPAN



LOOKING
FORWARD
IN JAPAN





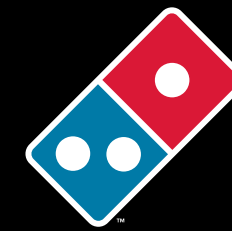
COMMUNITIES

WITH OUR PEOPLE POWERED PIZZA ETHOS FIRMLY AT THE HEART OF OUR OPERATIONS, WE TRULY BELIEVE IN THE DEVELOPMENT OF PEOPLE. THIS STARTS AT A GRASS ROOTS LEVEL BY CONTRIBUTING TO OUR OWN DOMINO'S COMMUNITIES.



VISIT





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GROUP CEO REPORT DON MEIJ

Financial Performance

The past 12 months has seen a period of strong growth and continued momentum across the Domino's Pizza Enterprises (DPE) business.

In the first full year results reported since the 75% shareholding acquisition in Domino's Pizza Japan (DPJ), we have reported an impressive Underlying Net Profit After Tax (NPAT)⁽¹⁾⁽²⁾ of \$45.8m, a 50.4% increase from the corresponding period last year.

Strong trading results in ANZ, structural changes gaining momentum in Europe, as well as Japan's store relocation strategy and TV advertising have contributed to the Group's solid financial performance.

The Group achieved Same Store Sales (SSS) growth of 5.8% which included strong SSS in ANZ (6.3%), significantly improved SSS in H214 in Europe (4.6%) despite a VAT increase, and impressive SSS in Japan for the period under DPE ownership (10.7%).

Reporting on Innovation & Profitability

Without a doubt one of the reasons our stores and franchisees are proving profitable is due to our digital leadership.

In Australia we are considered the most sophisticated digital retailer and the past 12 months in particular, has seen us invest significantly in our electronic commerce capabilities to ensure we remain relevant to our customers.

This strategy has seen us reach record online sales in a number of our markets, including nearly 60% of sales coming from online channels in Australia, our best stores achieving over 80% of online sales.

We have launched a number of exciting and successful digital platforms including the Offers App, digital wallet options (commencing with PayPal) in Australia and New Zealand and launching our HTML5 global online ordering platform in the Netherlands after rolling out our Global point of sale system (Pulse).

A combination of product innovation, improving our products, driving our digital platform and updating the image of our stores to the next revolution of the 'Entice' look and feel have all contributed to our strong FY14 financial performance.

Our Journey for Supreme Quality

We are committed to the ongoing journey of improving the quality and taste of our products in all of our markets. The research we conducted in Japan following the acquisition suggested we could make our pizzas better and that's exactly what we're doing in this market- better tasting, better for you and better quality products.

We have been busy adding new products (including desserts, chicken and sides) to the menus to give our customers more variety and more choice. Product highlights include the Summer Prawn and Peri Peri Ranges and popular desserts to the menu in ANZ, the successful introduction of a Cheese stuffed crust in both The Netherlands and France, the Chicken Tandoori pizza in Belgium and the new Seafood pizza and Quattro Cheese'n'Roll in Japan.

This commitment also includes delivering value for our customers – that's what they expect from us and we are dedicated to raising the bar to a new level.

Increasing our investment in national advertising, including television campaigns, to promote these exciting product launches has also been a big driver of increased sales, particularly in Europe and Japan.

Looking Forward⁽³⁾

We recently announced the upgrade of our store growth numbers in Australia, New Zealand and Europe to be achieved in the next five to ten years. This includes the plans to add 175-185 new stores to the Group in FY15.

We are confident of continuing the current strong momentum to deliver EBITDA growth in the region of 20% and expect the push of some exciting digital projects to help deliver this.

What is also going to drive our profitability in the future will be a continuation of our innovation and technology.

Australia & New Zealand

In Australia recently we launched our new Pizza Mogul platform. Pizza Mogul, an interactive new website and app dedicated to pizza lovers was also launched in Australia in August to help drive sales, increase average ticket and improve customer engagement.

This platform is set to catch the next wave of social retailing, we refer to as Me-tailing, and will continue to drive sales and deliver a new level of user generated content – with thousands of Moguls and pizzas created already the potential is exciting.

As online sales continue to strengthen in Australia and New Zealand, we will further invest in new initiatives including GPS tracking solutions of pizza deliveries, as well as further digital payment options available to customers. GPS tracking, set to be rolled out into a lot more stores throughout ANZ in the coming months, has already seen a 20% improvement in productivity. This transparency will be further extended to allow our customers to watch the driver come directly to their home.

Japan

In Japan we will be rolling out the 'Pulse' platform, which is the point-of-sales platform for DPE. This will enable us to ultimately connect to the DPE global online ordering platform, allowing Japan to leverage the ANZ digital innovation and best practice. Not waiting for that, we will have a HTML5 platform in our business by December. HTML5 is an upgraded platform which will be more engaging for the consumers and we want to have that in time for the big seasonal growth that we get every time at Christmas.

We will continue to work closely with the DPJ management team on a strategy which will see us further relocate stores to higher profile locations in FY15. We are confident this will assist in our goal to be the number one competitor in the Japanese market within 18 months.

Europe

In Europe, we will continue to roll out both our Global online ordering system and PULSE system will also be converted to the global point-of-sale system in Belgium with expected completion for November. France begins its rollout in February with a significant part of the project expected to be completed by June 2015. A site for a new commissary in Paris has been approved and construction will commence in 2015.

I want to take this opportunity to thank everyone who dedicates their time and energy into making us better. Our board members who support and encourage us to deliver the exciting and innovative projects.

To our shareholders for the support and belief in the brand and to our employees who are the heart of our operations. Your hard work, commitment and passion don't go unnoticed and our success could not be possible without it. With this as our driving force, I look forward to delivering next year's results.

DON MEIJ
CEO & MANAGING DIRECTOR

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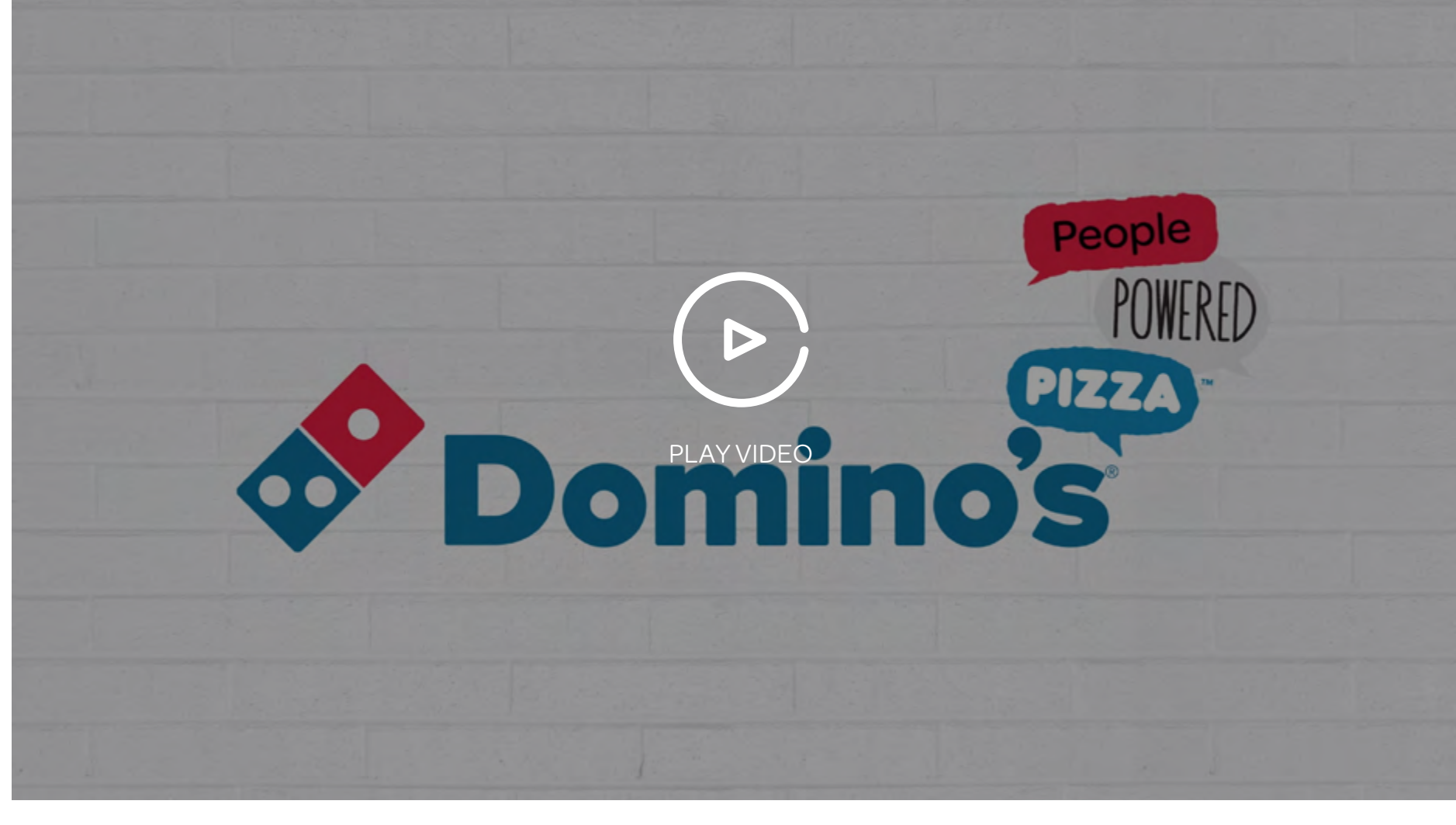
(2) After Minority Interest

(3) This document contains certain forward looking statements with respect to the financial condition, results of operations and business of DPE. Forward looking statements involve known and unknown risks, uncertainties, assumptions and other factors set forth in this document that are beyond the Group's control. In light of these risks, uncertainties and assumptions, actual results could be materially different from projected future results expressed or implied by these forward looking statements which speak only as to the date of this report. The Group cannot guarantee that its forward looking statements will not differ materially from actual results.



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MARKETS

AUSTRALIA & NEW ZEALAND

Digital Innovation

DPE's Commitment to Digital Innovation

A significant number of material changes take place day in and day out at Domino's to improve the user experience at every stage of the Domino's ordering process. This is across all online ordering platforms. Our commitment to providing better value for customers, as well as providing them with greater flexibility and an overall improved user experience, drives the Domino's Digital team.

These changes are made directly from customer feedback – generated by social media, telephone, website feedback and testing groups on a daily basis and fed into the IT and Digital teams to help ensure the Domino's global platforms remain world class. Some of these changes are included below:

- Promotional pricing providing better value for customers – Offer and Menu Ad Pricing Admin and Combo Vouchers improvement
- Offers providing better value for customers – Australia and New Zealand Offers App and Wobble boards made available on public websites
- Improved customer experience – Creation of Multi Voucher Offers Ongoing improvements to delivery address searches for customers
- Early access for loyal customers to new products – Secret Menu
- Improving our engagement and transparency with customers – Real-time feedback aggregator on public website allowing customers more visibility to see their preferred store's performance
- Improved stability and performance for customers when using online ordering

In addition to the above, enhancements to improve the customer experience are ongoing.

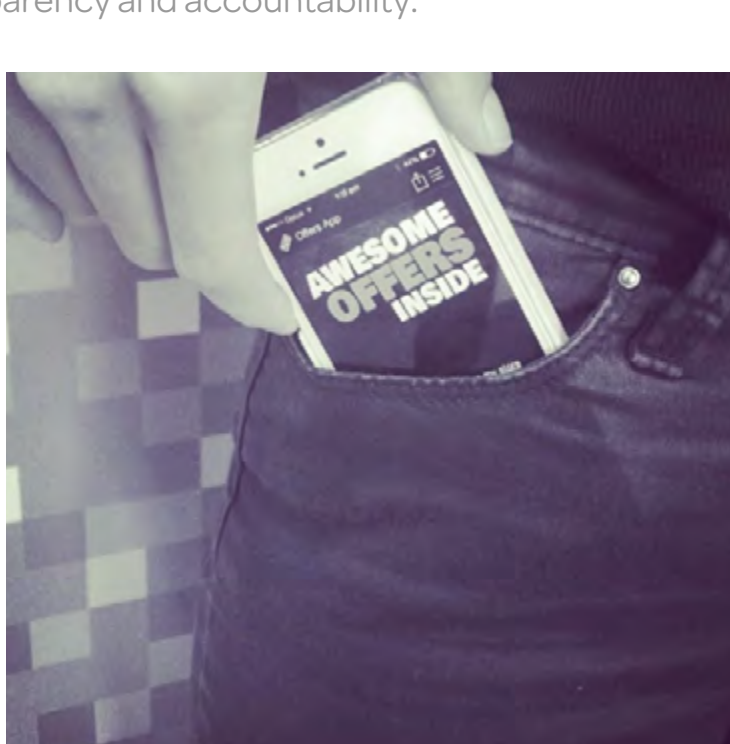
Improving efficiency in the digital space also means a cost benefit to us as a business. This ultimately includes significant changes to how we run and deliver our digital projects with faster turnaround times, improved efficiency, and easier-to-handle change requests from the business. Project efficiency equates to more capacity and reduced manual testing costs.

Australia & New Zealand – Mobility, Choice & Putting Customers in Control

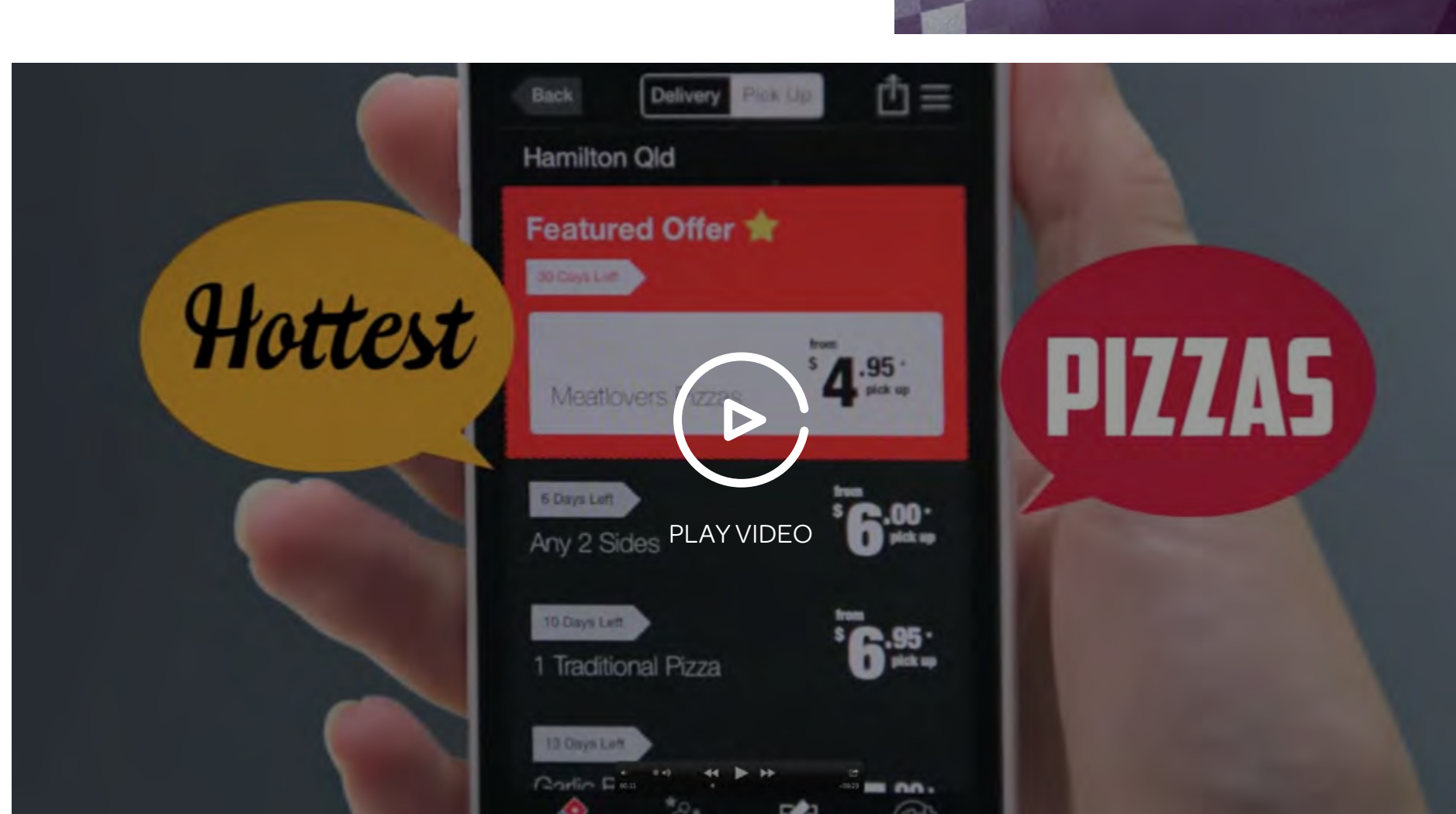
Our commitment to digital innovation at Domino's doesn't just start and finish with our commitment to our social strategy. The heart of our brand ethos, People Powered Pizza, is all about connecting with our customers and improving the overall customer experience - how we engage with our customers and how we fit into their lives. We see our continued growth in digital as fundamental to achieving customer transparency and accountability.

Offers App

In March 2014 we launched the new Offers Mobile App in the ANZ market that allows our customers to have easy access to Domino's Offers and for Domino's to contact customers with new deals via push notifications. Domino's customers no longer have to go searching for coupons in the kitchen drawer, mailbox or on the fridge for vouchers with the launch of the new Offers App – all the best deals, always in their pocket.



In an Australian first, the Offers App reached the #1 Free App position for the Food & Drink category and achieved a top 10 position in the Free App categories chart.

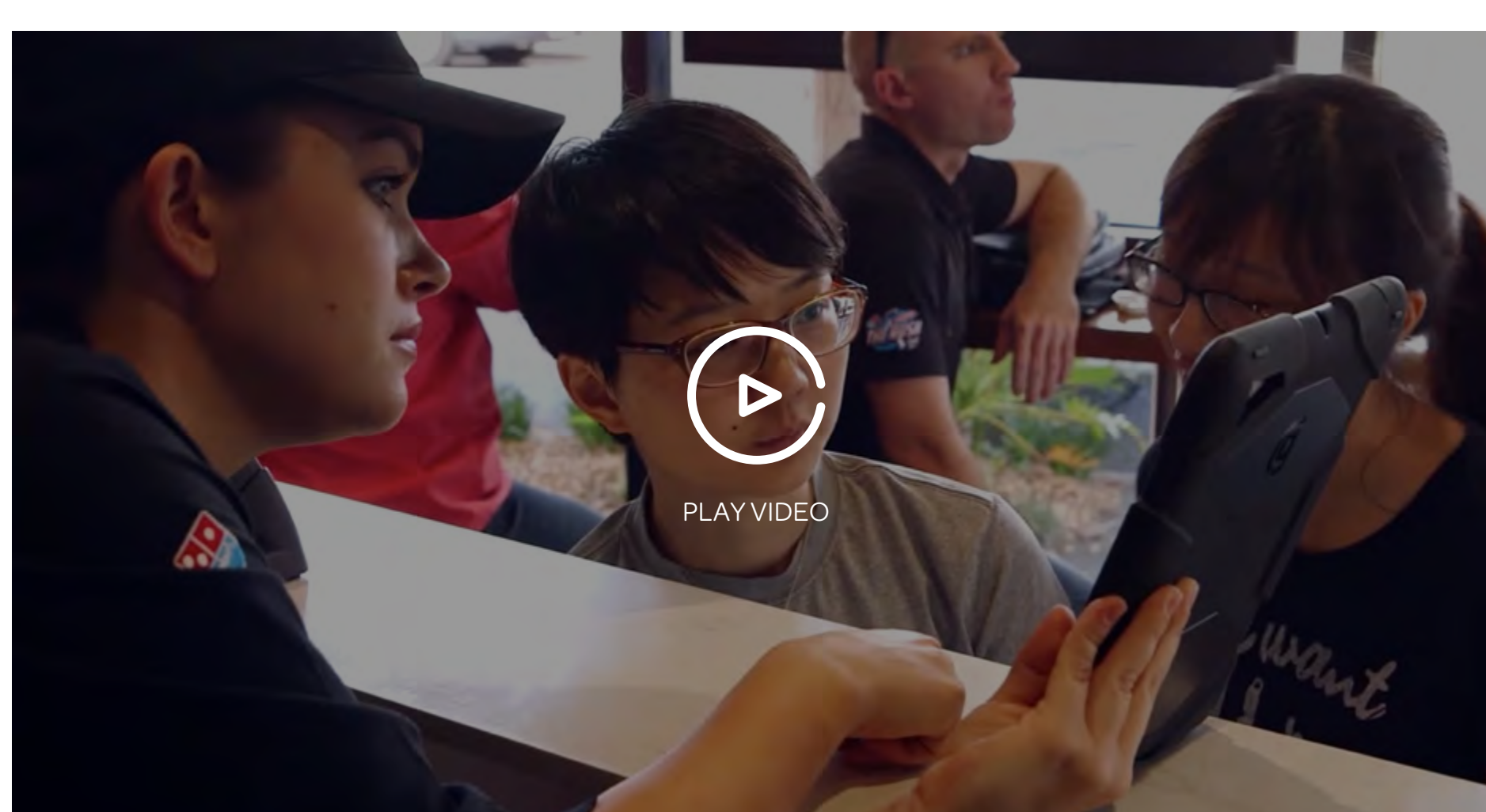


Digital Wallet Support

PayPal became Domino's first Digital Wallet option with its addition to the Online Ordering website in Australia in May this year. A part of our commitment to continue to embrace new technologies and offer customers' greater choice, Domino's embraced Digital Wallets as a future payment method.

Pizza Chef – Integration across HTML5 platforms

For our creative customers looking to build a better pizza, we integrated Pizza Chef into all HTML5 ordering platforms, previously only available on the iPad. Pizza Chef was designed to put our customers in control of their order. Ensuring this platform was rolled out across all digital platforms gives us another point of difference over our competitors and more freedom for online customers to create their own pizza creations – a benchmark of pizza creation and ordering never before seen in the Quick Service Restaurant (QSR) industry.



100% Online Only Activation

Ordering a pizza online is a natural progression from ordering by phone and a lot of our customers have truly embraced the opportunity to order online.

In a global Domino's first, the Domino's Taringa store in Queensland (already sitting at an average of 87% online orders) turned off its phones and operated 100% from online sales only for one day in May 2014.

This activation was a great opportunity to showcase how far we have come in the digital space and empowered us to take key learnings from this to identify further improvements.

Recognition & Rewards

Domino's has long been recognised as leaders in pizza delivery but the recognition of digital innovation and leadership has further cemented the position as the market leader.

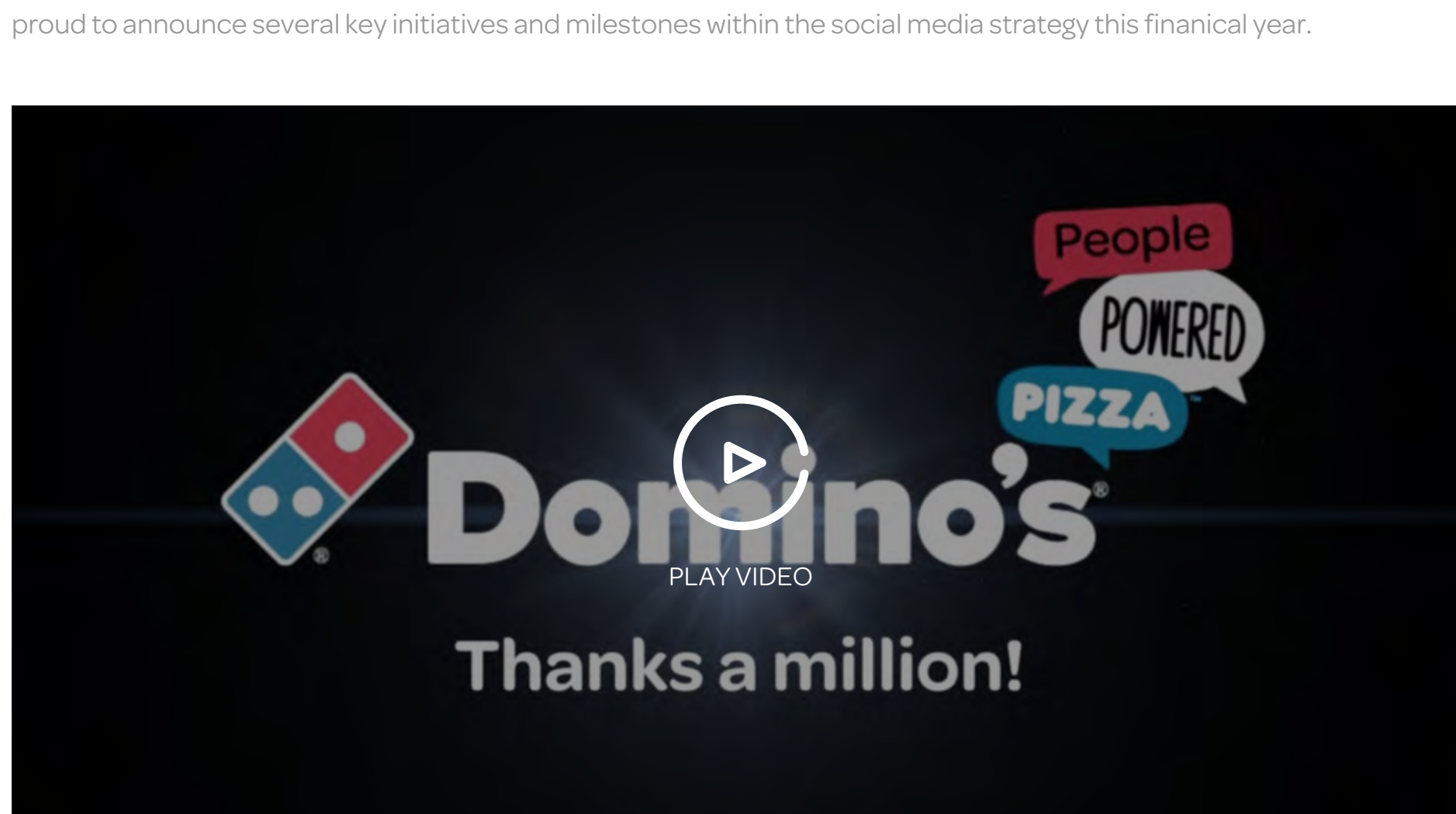
In October 2013, Domino's took out the Lord Mayor's Award for Digital Champions. The awards program celebrates the achievements and contribution made by the business community and companies like DPE to Brisbane's \$135 billion economy. We were recognised for our early implementation and success of our sophisticated digital strategy to interacting with customers and driving sales.

Our Chief Marketing Director, Allan Collins took out the prestigious Marketing Executive of the Year award at the CEO Magazine's Executive of the Year Awards.

In June 2014, this recognition was also extended to include being named as a finalist in the 'Best Mobile Commerce Website/Application' category for the 2014 Online Retail Industry Awards.

Social Media

Over the past year, Domino's has continued to use social media as a powerful tool for everything from customer support and enquiries to feedback and building long-term relationships with our passionate customers. As such, we are proud to announce several key initiatives and milestones within the social media strategy this financial year.



One Million Facebook Fans

The Australian Facebook Fan count passed the one million fan milestone, while our New Zealand Facebook page exceeded 250,000 likes. Today, Domino's is the number two QSR in Australia and number one in New Zealand.

Additionally, both Domino's Australia and New Zealand are the number one QSR accounts for Twitter and Google Plus.

Our progressive social media strategy has been responsible for a number of key decisions in the business. When it comes to product development and quality, we pride ourselves on not just listening to the conversation but being part of it. Our one million fans are an indication we are getting this right.

Social Media Monitored 24/7

We increased Domino's social media presence to include 24/7, round the clock monitoring across all platforms in an absolutely necessary move. We look forward to continuing to make this a focus area of the business and utilising it to always be one step ahead of our competitors.

Investing in new platforms

Domino's continues to lead the way in social media with a presence on new Apps including Vine, Jelly and Snapchat, with Domino's Australia being the first QSR in Australia (and one of the first globally) to utilise SnapChat for commercial activity. Domino's has never underestimated the importance of these platforms to the business.

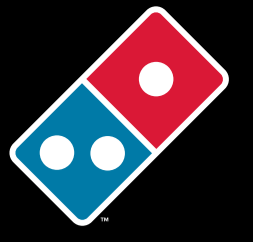
Domino's will continue to make this a core area of the business, as we truly believe in its power to reach our engaged community, reach new customers and learn from our passionate customer fan base.

People Powered Pizza

We have focused on using Domino's People Powered Pizza mantra in the way we execute our Social Media. This has included some unique initiatives such as our one-on-one Question and Answer sessions with members of our Leadership team on Facebook. This provides our customers full access to our Leadership team, illustrating our transparency. We have introduced a second series of Don Meji blogs, which are short clips of Don giving insights into our business. These have been hugely popular with approximately 270,000 views so far. We have also launched our Global Head Chef, Stefaan Codron's Journey for Supreme Quality – a sequence of blogs about Domino's products, ingredients and the never ending quest for perfection and quality.

We pride ourselves on being proactive in the social space. Our Hypercare initiative sees our team go searching for pizza culture related posts on Twitter and target people for a free meal. Hypercare is designed to gain new customers and join the conversation on Twitter.





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MARKETS

AUSTRALIA & NEW ZEALAND

Pizza Mogul – Create. Share. Earn.

In July 2014 in a world first, Domino's Pizza Australia launched a responsive website and mobile app that allows customers to: create their own pizza, identity and branding; share to their social networks; and earn a cut of every sale. Pizza Mogul is the next wave of social retailing we refer to as Me-tailing and is powered by Domino's.

The Pizza Mogul online portal puts product development directly into the consumer's hands by allowing them to mix and match their own pizza using a drag-and-drop menu of ingredients. Users can choose up to 12 toppings, then share their creation via social networks and get paid between \$0.25 to \$3.25 every time someone buys it.

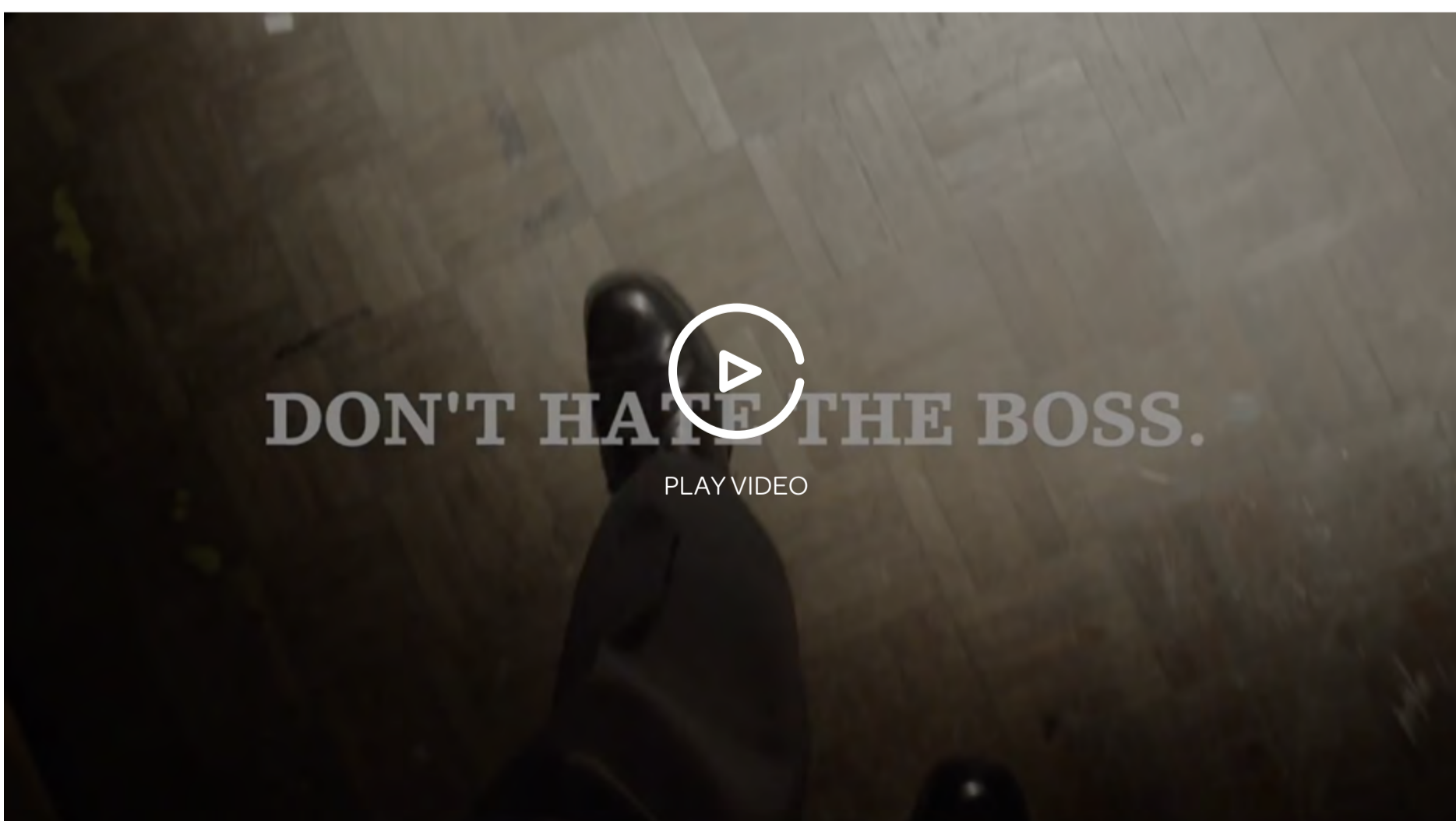
Those less adventurous consumers can also share an existing pizza range through social networks and still get paid for it. Moguls will also earn rewards through gamification techniques including weekly cash bonuses, rewards and badges.

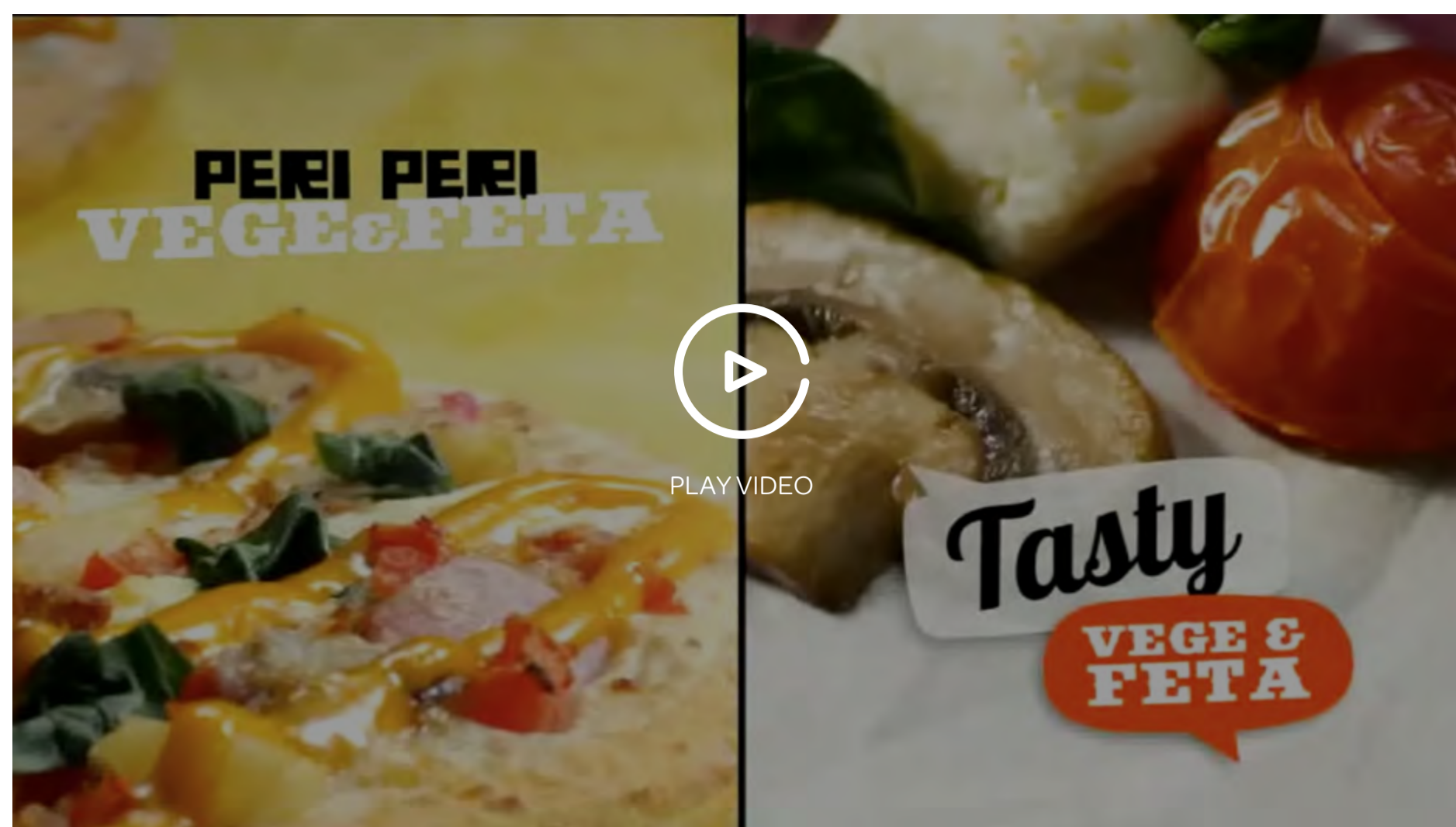
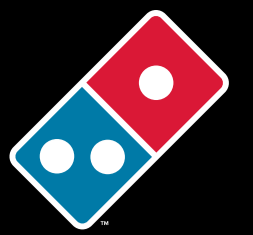
Designed to appeal to entrepreneurs and social media savvy pizza lovers, Pizza Mogul empowers its users by giving them the freedom to craft their own product and message to reach their market.

Mogul provides the vehicle for Domino's to utilise social selling as a powerful revenue and viral advertising stream. We are looking for our passionate customers, fans and followers to share their creativity with their social networks.

To date, we have seen thousands of Moguls sign up, engage with the concept and develop incredible creative to sell their pizzas!

pizzamogul.com.au





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Product Innovation

Product development is at the heart of what we do at Domino's and we are always working hard to achieve our end goal of producing top quality products, made up of restaurant quality ingredients at competitive prices. Our operations, training and purchasing team work collaboratively to ensure our products can be easily supplied and are consistent across all Domino's stores.

A great deal of time, energy and love is dedicated to finding the right products to launch at Domino's. This includes international travel for inspiration on food trends – past, current and future. Our Chefs scour the globe for inspiration, not only in the pizza category, but also for side items and new desserts. For instance, our Peri Peri range drew inspiration from a trend that originated in South America.

We may release anywhere from 10-12 new pizzas a year but hundreds of variations are cooked up and tested in our Luv Lab at our DPE Headquarters. Our Chefs work hard to bring to life to create and exciting combinations and deliver pizza ranges and flavours that have a story to tell. The team also meet continually with suppliers to find the best ingredients – from the east coast, to the west coast of Australia and New Zealand.

Diversification from pizza has been another strong focus, as Domino's are now not only seen as pizza shops, but also a place you can always rely on to enjoy delicious desserts, chicken and sides. Our Italian Desserts Range and the Salted Caramel Chocolate Mousse have been hugely successful.

Cheaper Everyday

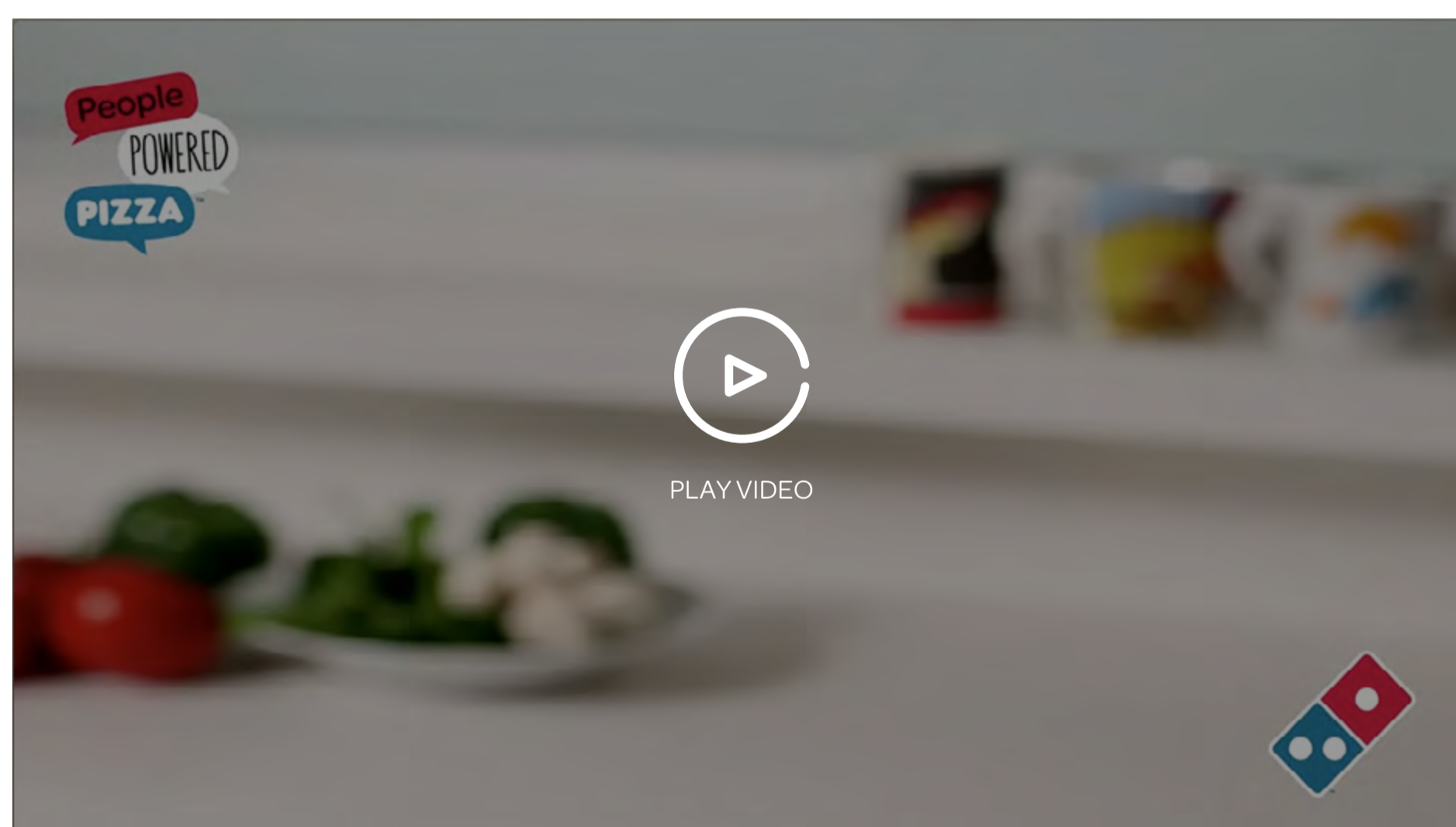
In late June 2014, Domino's Australia became the first pizza company to extend the Cheaper Tuesday value offering to include every day of the week. Pizza is a social food that brings people together so it's important that great value is offered to our customers at all times.

The campaign launch was a huge success for the brand and continues to drive strong customer counts and positive social media feedback. It also further reinforces Domino's as the pizza brand leading the customer charge for great value whilst not compromising on quality.



Journey for Supreme Quality

We pride ourselves on our mission to never compromise on quality, and will not rest until we have ingredients and products that are the best they can be. This year, Domino's introduced a range of new top quality ingredients, including our 100% roast chicken breast, leg ham, pork pepperoni and flavoursome camembert, to name a few. We have shared this mantra through our marketing material, emphasising our use of 'real ingredients,' busting the myth that just because a product is reasonably priced, doesn't mean that the quality is compromised.



Peri Peri Pizza Range

For some time now Australian pizza lovers have been asking for a Peri Peri Pizza, so in February 2014, we launched the Peri Peri Range. Peri Peri is a massive food trend that originated in South America and has been extremely popular here for the past couple of years. We spent six months perfecting the recipe and the range as we didn't want to launch Peri Peri unless it was perfect and something really special. Now our customers don't have to go anywhere else for Peri Peri products, they can have it all at Domino's!

70s Range

The inspiration from the 70s range was bringing back good old fashioned value. We worked hard to put a new twist on classic recipes such as Meat Extravaganza, The Super Lot and Chicken Hawaiian.



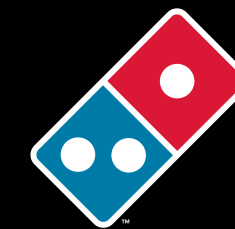
All-Day Brekky Pizza

The trend for all-day breakfasts in Australia and New Zealand continues to gain momentum so Domino's took the popular craze to the next level - adding to their menu the ultimate All-Day Aussie Brekky Pizza and the All-Day Kiwi Brekky Pizza in April 2014. The pizzas offer customers more selection and more variety day and night. With amazing new seasoned scrambled eggs, crispy rasher bacon and smoky BBQ sauce, the all-day pizzas proved popular for Domino's customers.

Chocolate Salted Caramel Mousse & Vanilla Slice

Our Vanilla Slice and Chocolate Salted Caramel Mousse were introduced to give our dessert lovers even more choice and variety. The Vanilla Slice was added to complete our 70s range and with light and silky short crust cookie dough, topped with white chocolate ganache, this one has been a real crowd pleaser. The Chocolate Salted Caramel Mousse, with its rich creamy Belgian Chocolate and gooey salted caramel sauce, is up there with the Domino's signature Chocolate Lava Cake in its popularity. It was also named as a finalist in the 2014 World Dairy Innovation Awards.





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Franchising and Development

Immense growth and profitability are key factors driving our business across all six of our markets. While the strategy may differ between them, the core principle of grabbing more pizza share drives our Franchising and Development Teams to achieve record results year in and year out.

As a Group we have witnessed a record number of new store openings and refurbishments across the entire system. In addition to entering a new overseas market in Japan, we also opened a record number across the Group finishing the year at 1,333 stores.

This year we witnessed our biggest new store roll out in eight years in ANZ, opening 44 stores taking us to a total 612 stores. We have been focused on accelerating our growth in markets to ensure all customers have the opportunity to enjoy Domino's.

We are pleased to announce that over 70% of our network has now been refurbished to the Entice 'look and feel', which incorporates softer tones and wood panelling to provide a more welcoming but contemporary feel for customers. We have also introduced seating areas for customers in a number of stores, and moved the make line to the front of the store so customers can see their pizzas being made.

The evolution of the Entice store design also includes a range of new design palettes to suit any location including Beach, City and Urban feels.

This is in line with Domino's commitment to being 100% transparent with our customers and will see even more People Powered Pizza branding across these stores in the coming months.

dominosfranchise.com.au



Milestones

Domino's achieved a number of key milestones this year, included in them is the 600th ANZ store opening and 1300th DPE Group store opening.

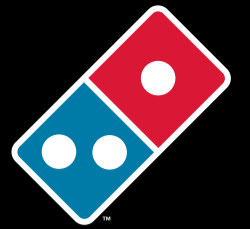
ANZ – 600th store opening

In November 2013 we celebrated our 600th ANZ store opening in Queenstown, New Zealand. We marked the occasion with a traditional store opening – inviting the Mayor, a cutting of the ribbon, to mark this incredible milestone. In a not so traditional move, we also completed the world's first every pizza delivery by bungee to tourists waiting in a jet boat below. Queenstown is one of the world's premium adventure tourism destinations, so we wanted to mark the occasion by paying homage to the region's daredevil ethos and reflect the Domino's brand in a way that was fun.

1,300th DPE store opening

President and CEO of Domino's Pizza Incorporated, Patrick Doyle, joined DPE's Group CEO, Don Meij, to mark the opening of DPE's 1,300th store in Queensland, Australia, in late March. Mr Doyle's visit was a great way for all the Domino's markets to stay in touch and a fitting tribute to our 1300th store!





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Looking Forward

DPE ANZ has an exciting 12 months ahead – with the continued development of the interactive Pizza Mogul platform, we will be engaging and interacting with customers like never before seen on the QSR landscape.

The creative execution of Pizza Mogul will continue to rollout with a focus on user generated content from our own Moguls spread across marketing initiatives including TV, print and online to raise awareness of the Domino's Pizza brand. This will include an increase in our digital advertising presence as we continue to be where our customers are engaging with us the most.

Our new product and promotional pipeline will be as strong as ever, tapping into emerging food trends and taking the People Powered Pizza ethos to a new level with a number of exciting products coming back to the menu by popular demand.

FY15 will see us target a record number of new store openings, with an expanded franchising team to help achieve our goal of adding 60+ new stores across Australia and New Zealand. Our focus will be on the next generation Entice with the image of our stores being refreshed to keep it relevant and invigorated.



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MARKETS EUROPE

Franchising and Development

In Europe, the confirmed appointment and commencement of Domino's veteran Andrew Rennie to CEO of the Europe operations has cemented a strategy for accelerated store and sales growth in the region.

Following the implementation of key initiatives including an increase in national marketing spend, increased investment in digital and a restructured marketing team, the second half of the year has seen a lift in our Same Store Sales.

We have opened a total of 27 new stores including the "pizza by the slice" concept store in Amsterdam which is trading above expectations.

In addition, we currently have the biggest pipeline of new stores that we've ever witnessed across all three European markets to be rolled out in FY15.

We have successfully implemented the global point of sale and online ordering systems in The Netherlands which is already delivering an additional material layer to our sales growth.

Impressively, we also achieved our fourth consecutive five star audit rating (being the highest operational award presented by Domino's Pizza International) in the Dutch Commissary.

New Product

Over the past 12 months the Netherlands Domino's market has seen incredible product innovation coupled with strong promotional campaigns. Our focus has been on launching popular new products responding to our customers' requests. Highlights from the year include Cheesy Crust, the World Cup Pizza and our Father's Day Campaign.

Cheesy Crust

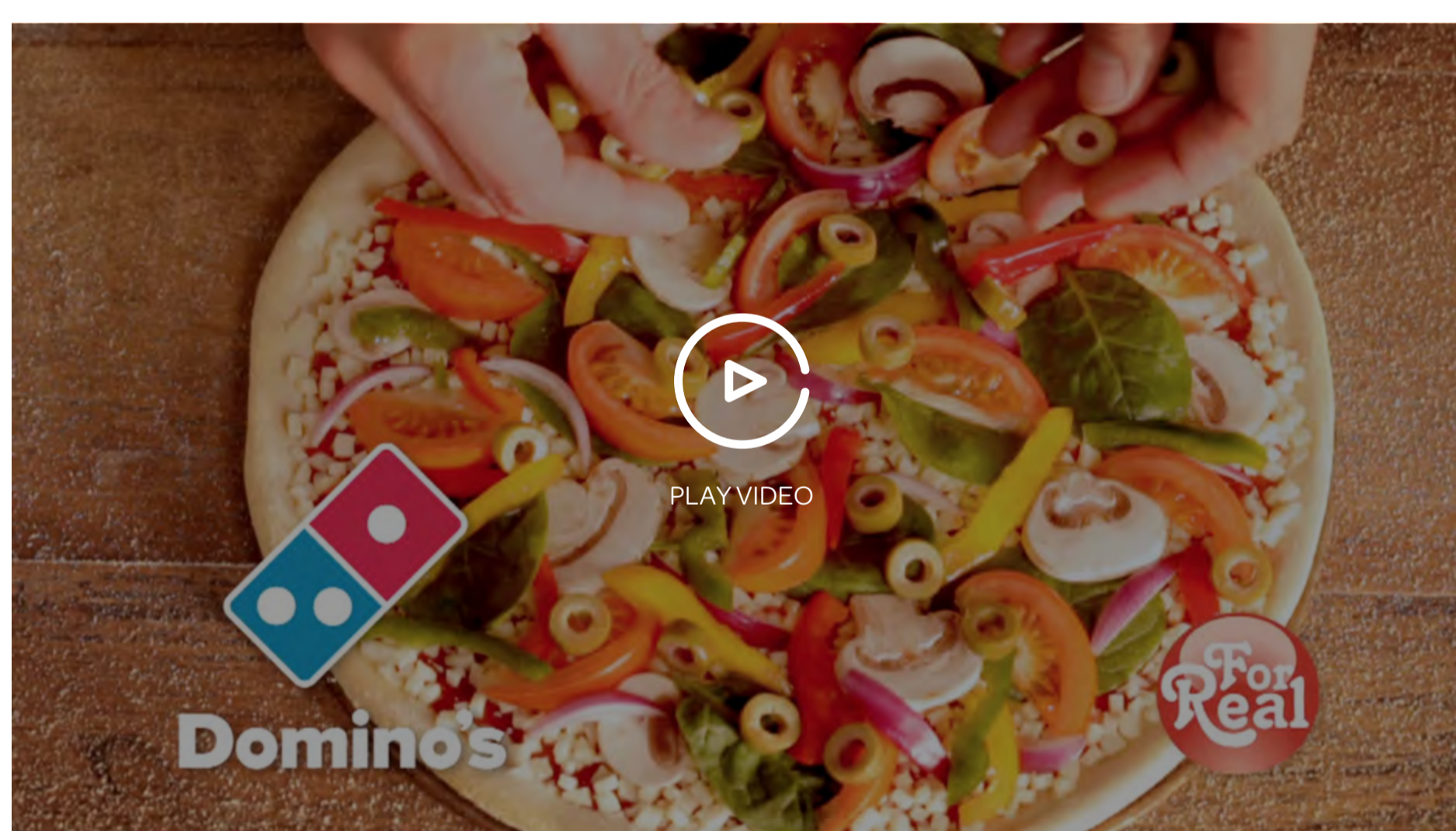
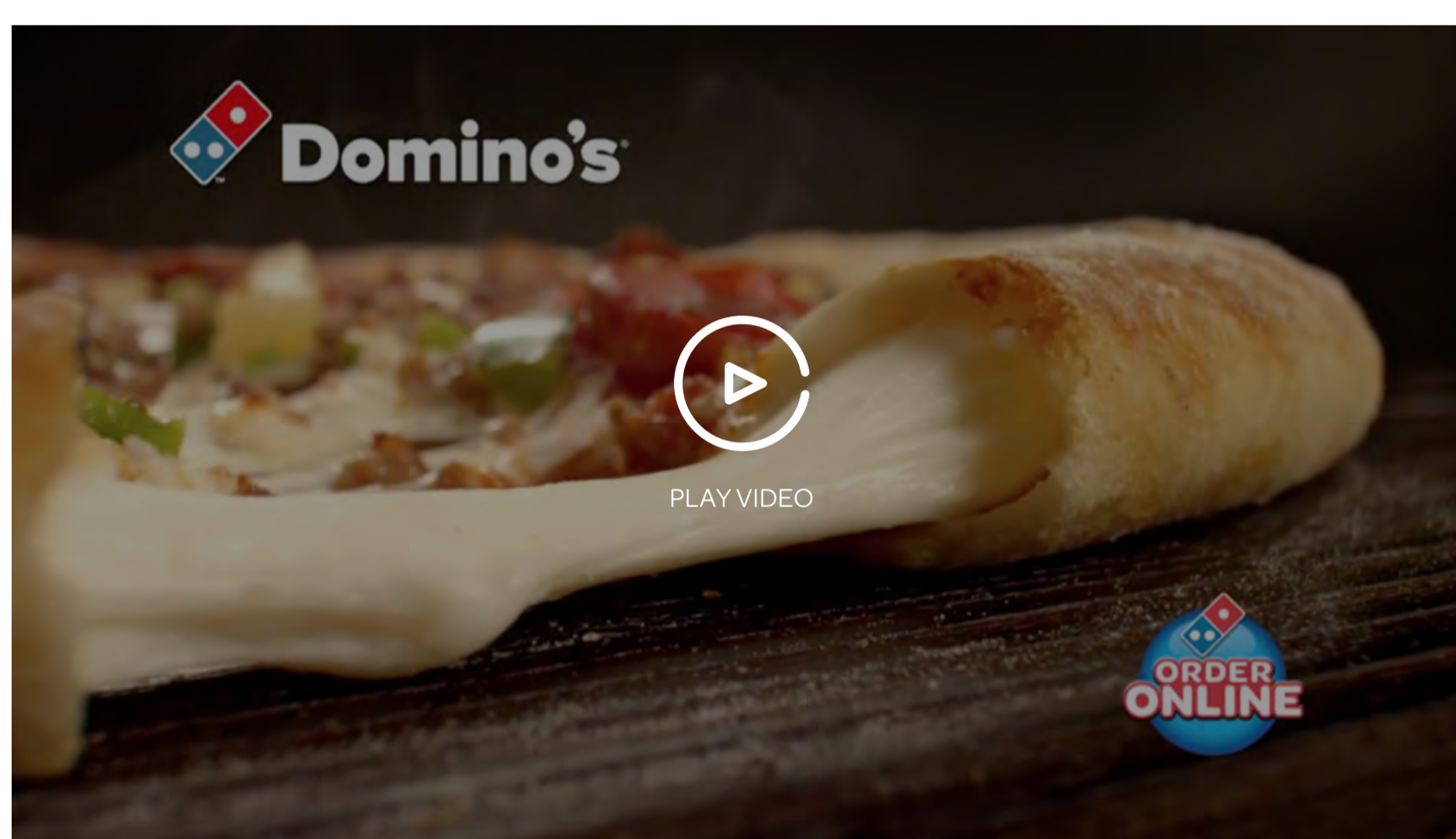
In August 2013 our Netherlands market launched Cheesy Crust, a soft and stretchy cheese filled crust with a tasty, cheddar flavour. We've had great success with this product in Australia and believed the Netherlands market would respond positively. The promotional roll out included a full TV launch and our customers have responded really well to the innovative product. The Cheesy Crust was also featured on television in the Netherlands along with special carry out offers such as our Hot & Spicy pizza.

World Cup Pizza

To celebrate the FIFA World Cup and to capitalise on the hype around the event we launched a large 16 inch pizza, designed to feed families and friends watching the event. The pizzas were delivered in bright orange boxes which resonated well with our customers.

Father's Day Campaign

For Father's day 2013 we gave back by giving our customers a free pizza in exchange for a tie, 'A Pie for a Tie.' The event was a great success and all ties were donated directly to charity.



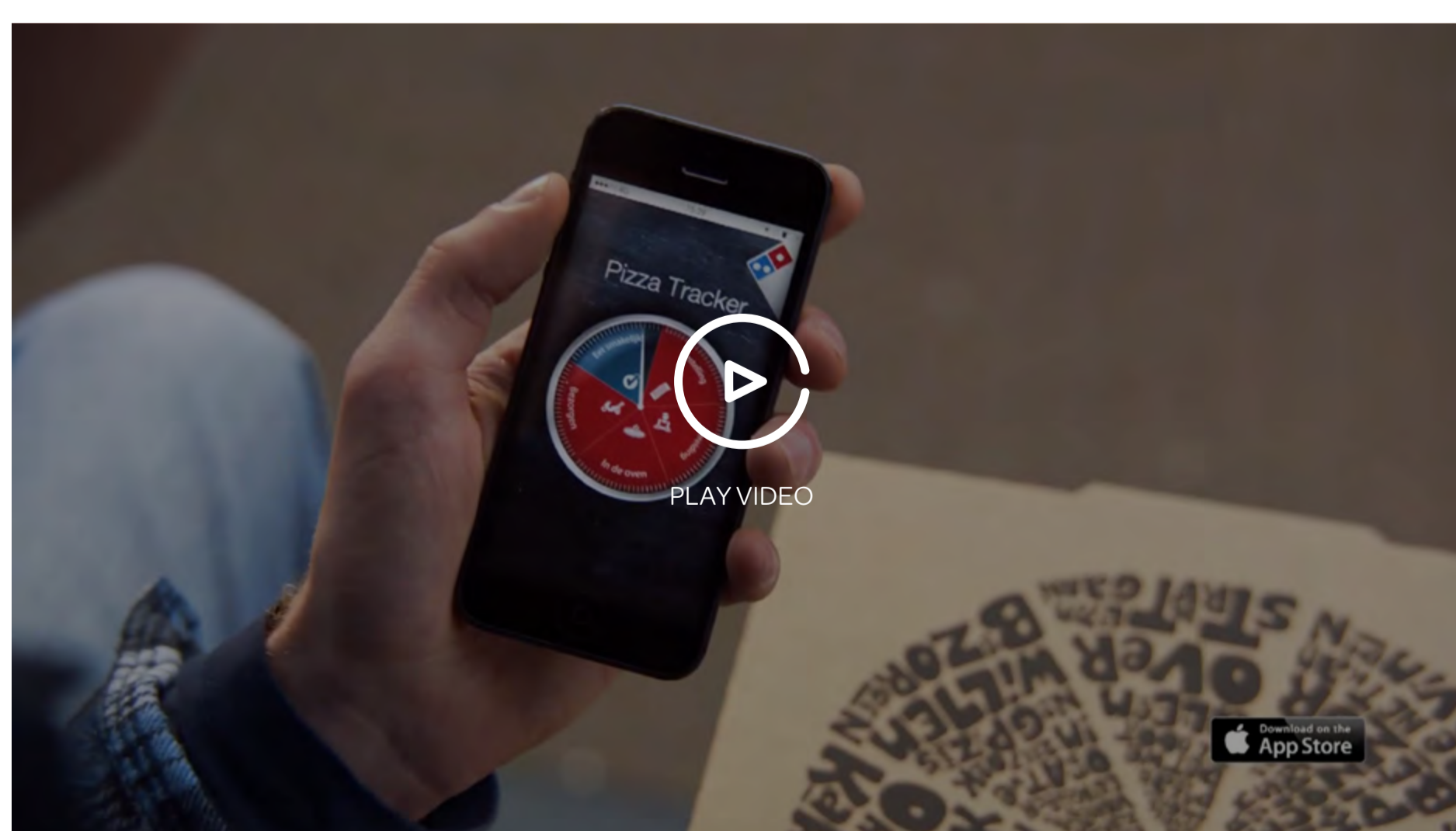
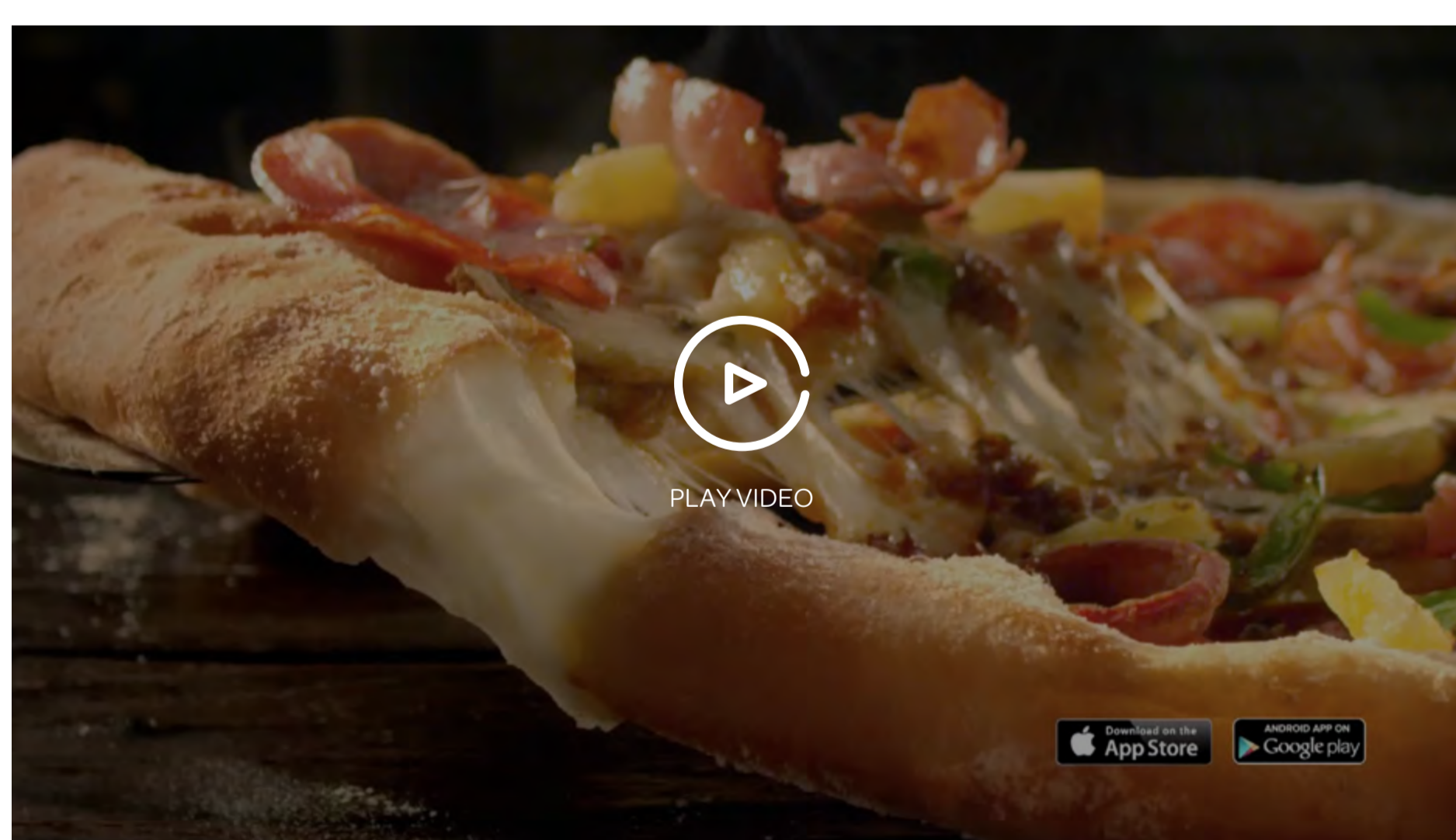
Digital Innovation

In the Netherlands, Domino's Pulse, Domino's Point of Sale system, was rolled out in October 2013 after 12 months in development with the project team. The Belgium and France rollouts will commence later this year which will be a significant milestone for the business and help deliver an additional material layer to our sales growth.

The results of the Australian developed online ordering system being rolled out in the Netherlands has helped to drive record online sales. With new options for customers and of course a brand new design, it's now possible to place a delivery order, add new coupons and track your order through the Domino's Pizza Tracker.

The Netherlands team has also implemented a digital marketing strategy based on the successful Australian approach to drive strong online sales.

Mobile applications for Android and iOS were also rolled out in the Netherlands in early 2014, and in France, 50% online ordering by mobile has been reached a record.



Looking Forward

The year ahead in Europe is set to be one of our biggest to date. As with Australia and New Zealand, we are targeting record new store openings in FY15. We currently have the biggest pipeline of new stores in our history, giving us confidence across all three countries. This store rollout will include the new Entice image across all stores from September.

A site for our new commissary has been located in northern Paris and designs are underway to open this facility in early 2016.

A global online ordering (OLO) point of sale system rollout will commence in Belgium, expected to be completed in November. France begins rollout in February and expect 90% completion by June 2015.

In The Netherlands, we will continue to grow OLO sales towards 60% in light of the rollout of Global OLO. Our hunger for new market space is seeing a push towards the lunch market of the business and increase trading hours.



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JAPAN

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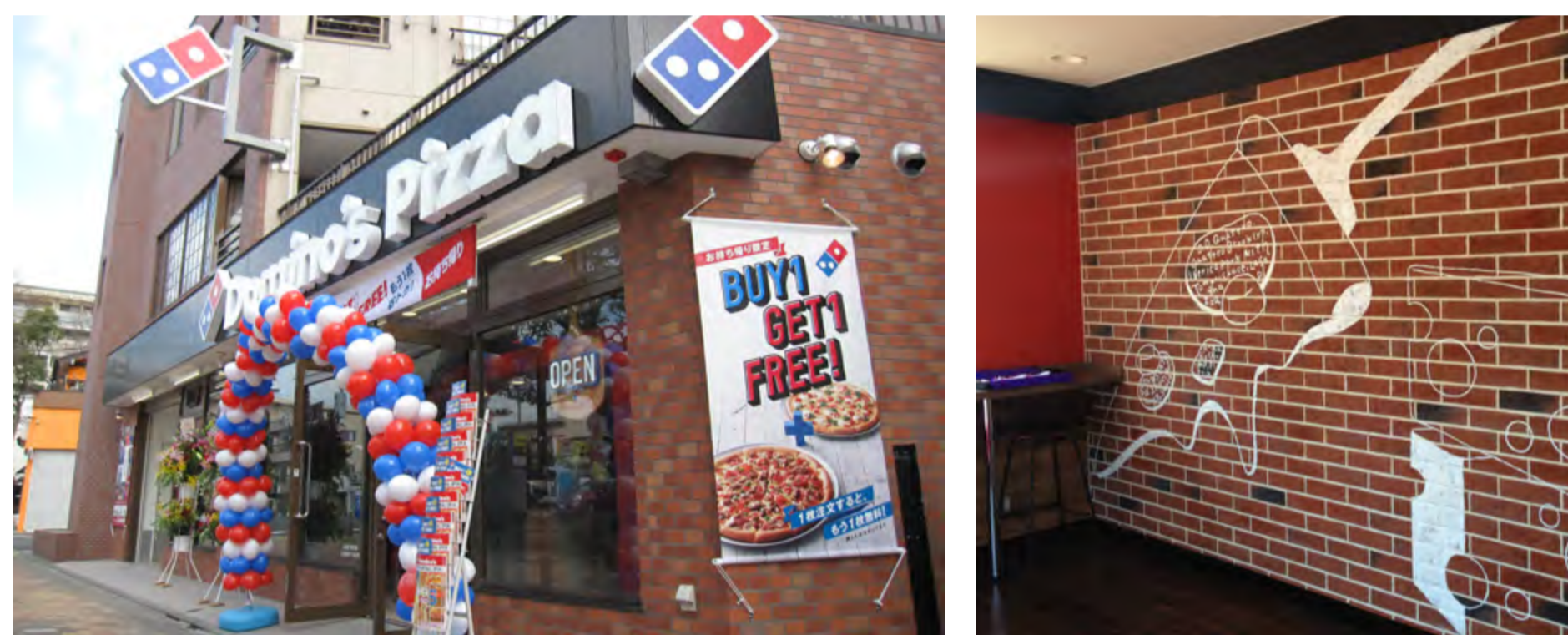
Franchising and Development

Our expansion into Japan is focused in part on increasing store numbers by repositioning existing stores. Typically, Domino's stores in Japan were tucked away in back streets with limited exposure. Our growth strategy is focused on relocating our existing stores to high street locations. Historically, these stores have better performance figures.

We have worked hard to improve the image of our Japan Domino's stores so they are outlets that customers are proud to visit. Since January 2014, we have begun introducing our "Entice" store look and designs. This image involves removing pass-through windows and out-dated imagery. Our new look is fun and modern, giving us better awareness, visibility, accessibility and service, ultimately allowing us to continue our strong store growth.

Since the acquisition we have opened 54 new stores in Japan which has seen the opening of our 300th store in March 2014. On this day we opened three new stores, and celebrated them all as the 300th store opening! We continue to work closely with the entire Domino's Pizza Japan management team to achieve significant milestones in this market.

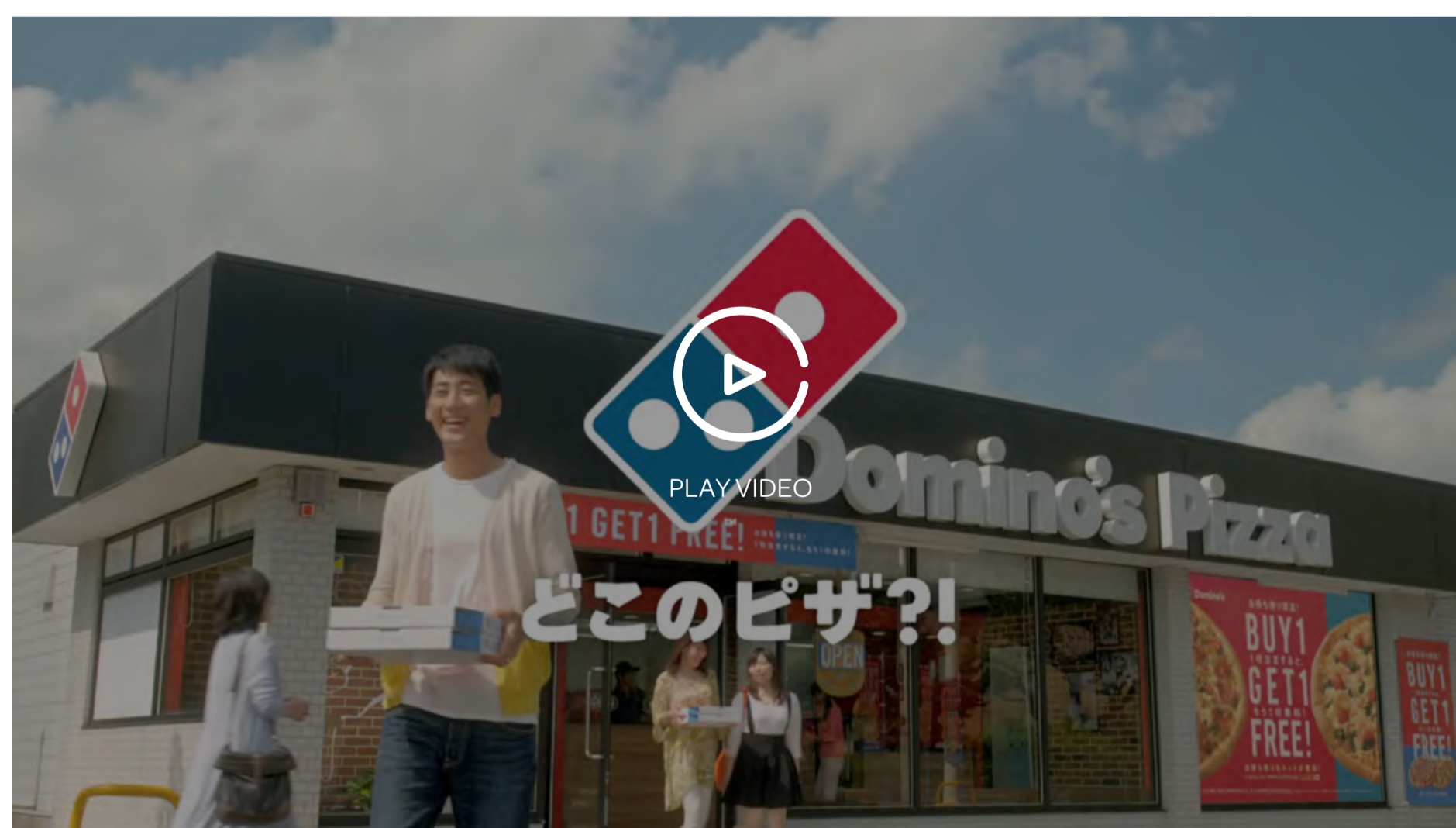
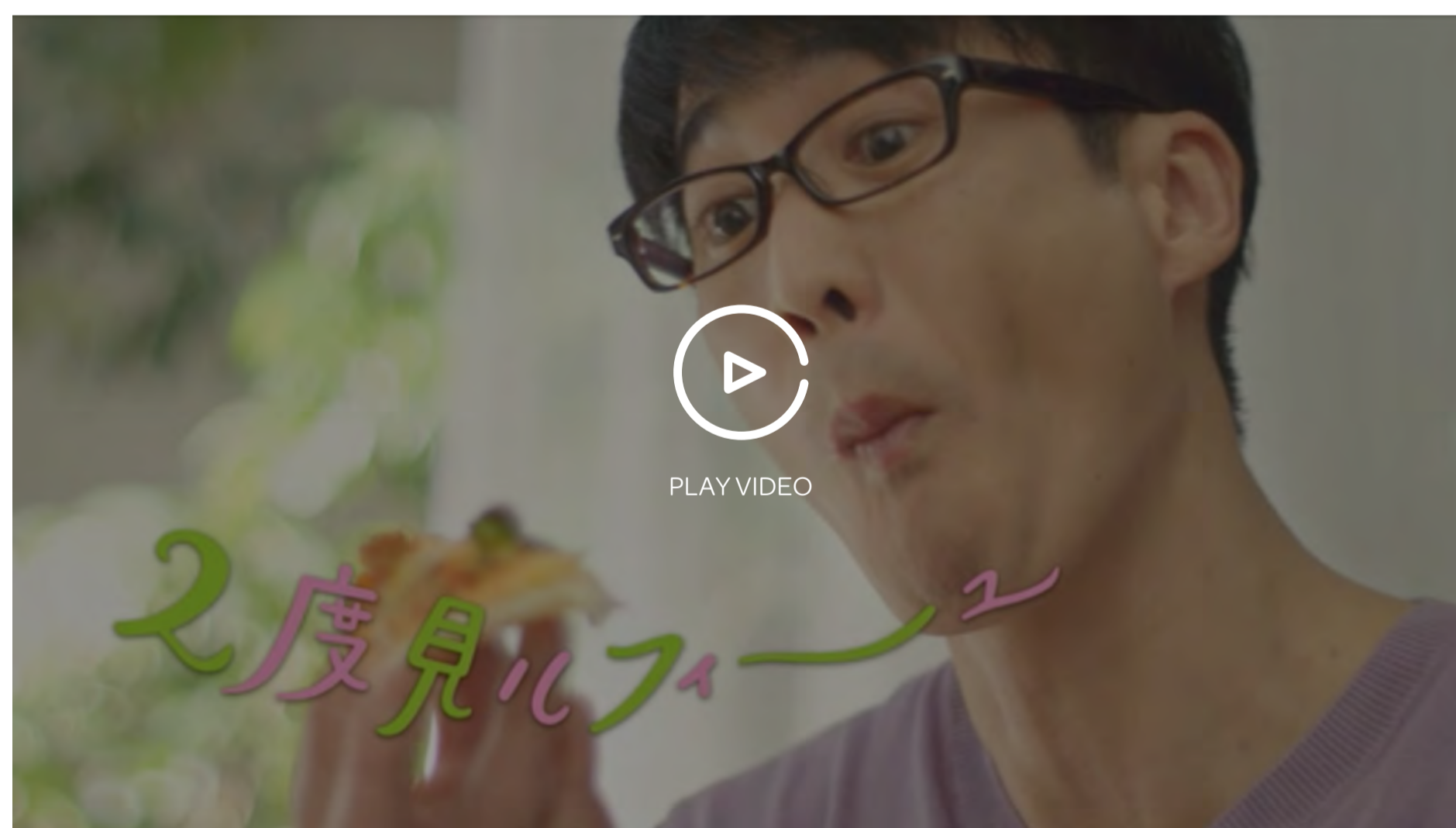
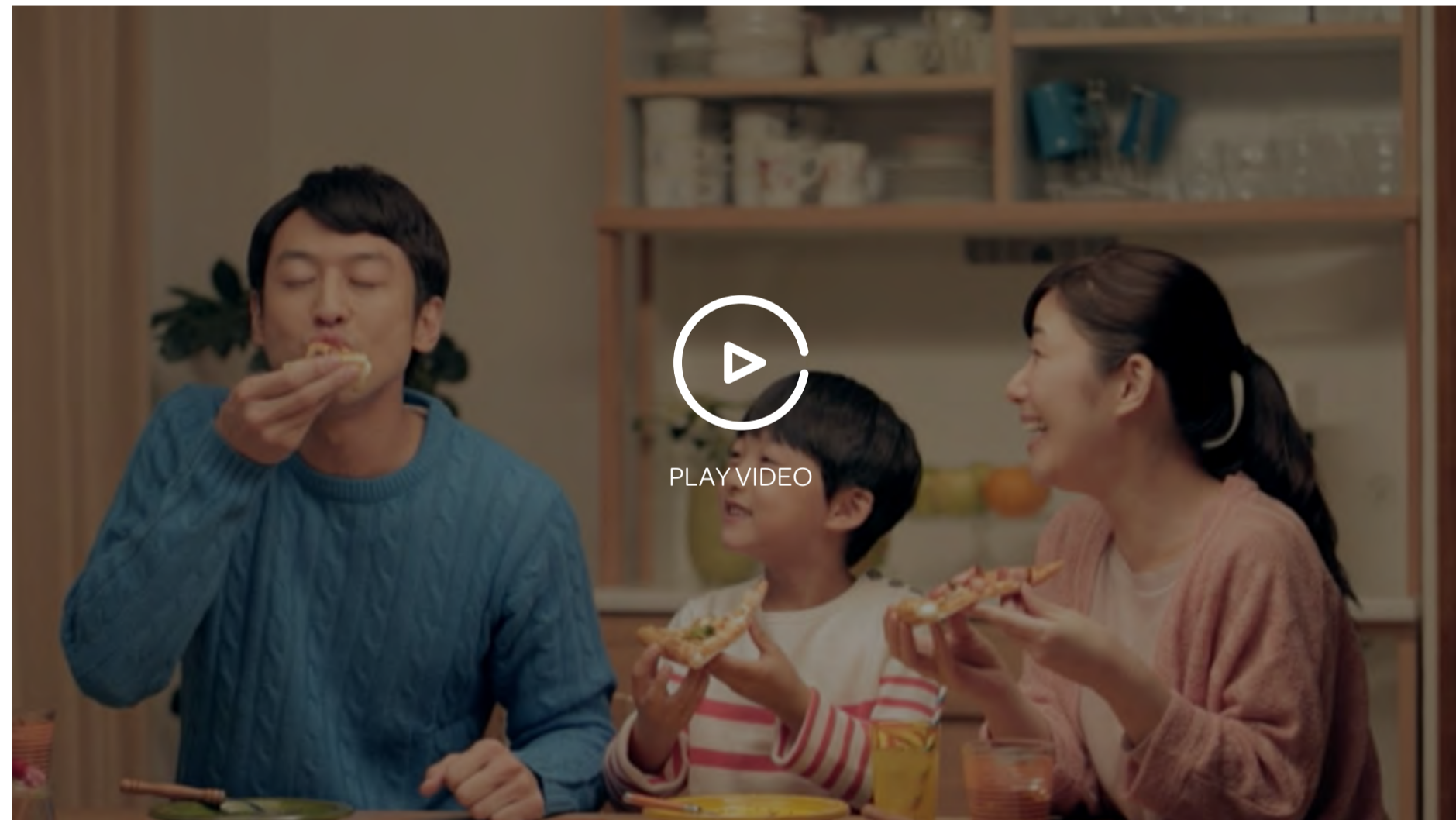
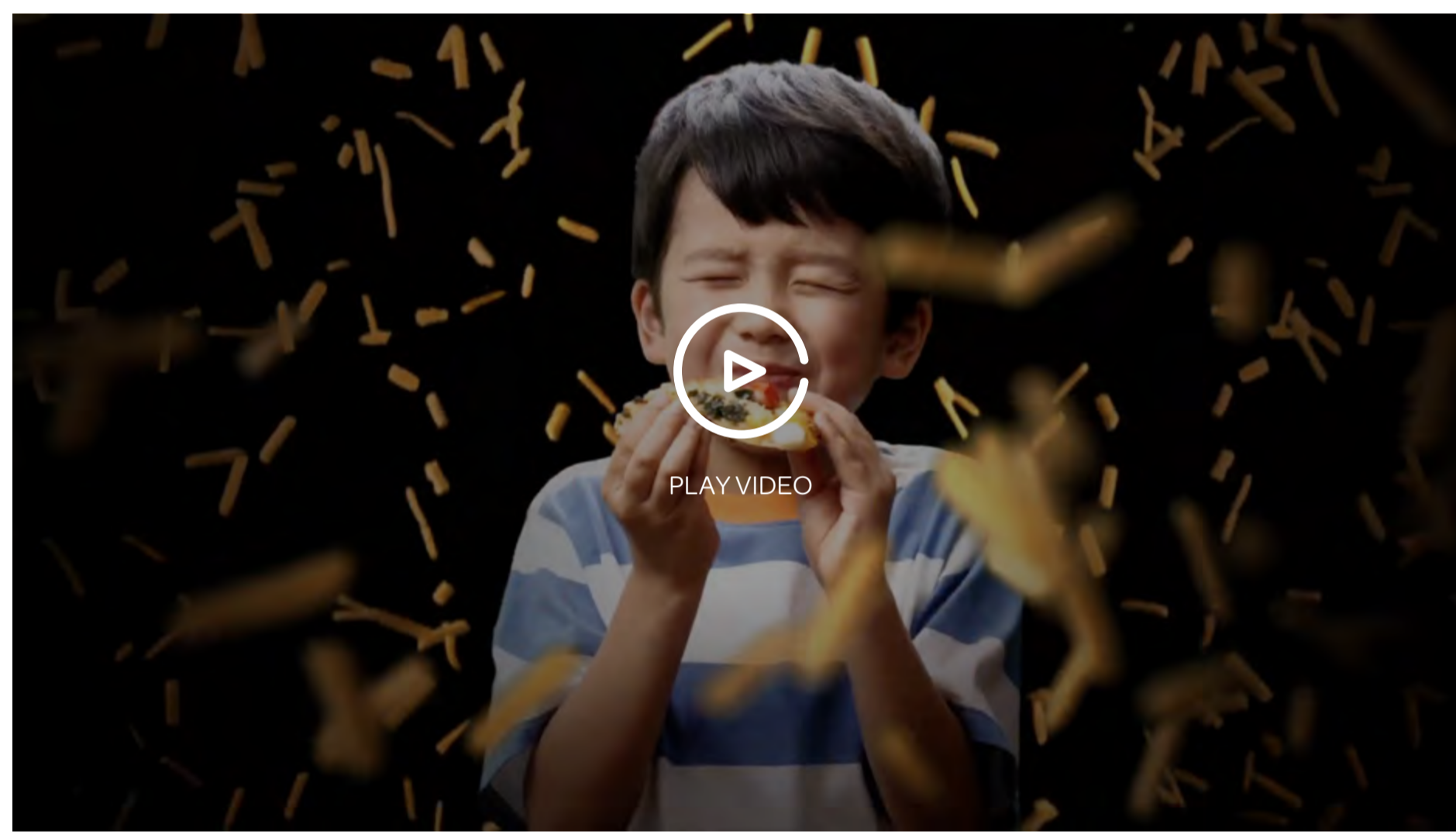
DPE will continue to focus on increasing store numbers in Japan and push to become the market leader within the next 18 months.



Product Update in Japan

It's been a big year of product development at Domino's Pizza Japan. This has included the launch of the Quattro Cheese'n' & Roll (stuffed crust pizza) which proved popular with customers. We also invested a lot of time better understanding the very essence of our core product offering which included conducting extensive sensory panel research on pizza products. This resulted in the launch of the summer campaign product, featuring the new seafood pizza. It also demonstrates our commitment to offering our customers what they are want.

Television campaigns of these new products proved key drivers of Same Stores Sales growth during the reporting period.



Digital Innovation

Domino's Pizza Japan continues its growth in online and digital innovation. This has included a significant upgrade to the electronic direct mail system, improving both capacity and timeliness. Growth in social media platforms including Facebook and Twitter continues, as well as entry into newer social platforms including Vine.

Initiatives in this space have resulted in 50% of sales now coming from online which is a huge achievement for the entire Domino's Pizza Japan team.

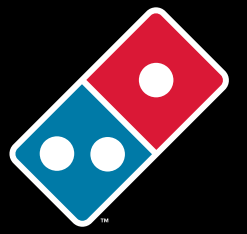
Looking Forward

The growth and development of the Domino's Pizza Japan market is exciting to report as we work hard to reach our goal of holding the number one position in the next 12-18 months.

We are excited to report the launch of our new HTML5 website in November this year. We will also convert our existing point of sale system across to the Pulse, the Global POS system and expect this to be completed by the end of FY15. The completion of this project should see a further boost in online and mobile sales.

On the store development front, another 15 stores will be relocated to higher profile locations in the first half of the financial year to continue the growth of carry out sales. We are expanding our presence in markets such as Nagoya, Fukuoka, Okinawa and Hiroshima as part of our strategy to grow the number of stores to 600-800 stores in the next 2-3 years.

Franchisee growth and development will continue to be a key driver of our success. We expect to finance an additional eight new stores through our internal development program "Can Do! Partners" during the first half, as well as continuing our external franchisee recruitment program.



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Domino's Partners Foundation

We pride ourselves on our Domino's spirit, and being there for our team members in difficult times is no exception.

Founded in 1997, The Partners Foundation is Domino's internal non-profit organisation. It assists team members in times of special need or tragedy as a result of natural disasters, unexpected personal distress, on-the-job accidents and other emergencies.

Since inception, The Partners Foundation has provided almost \$600,000 in aid to team members and their families.

Over the past 12 months this has included support with expenses associated with:

- Funeral expenses
- Travel expenses to attend funerals
- Out-of-pocket dental and medical expenses
- Living expenses (where loss of income has existed due to unforeseen & uncontrollable circumstances).

Doughraisers

Domino's is proud to support our local communities every day of the year.

A big part of this initiative is through local community doughraisers dedicated to raising money for a local community charity or event. Stores will host doughraisers and donate a percentage from every pizza sold to a cause close to their hearts. These are held on both small and large scales and can raise money for great causes including for emergency services organisations.

Smarter Delivering Initiatives – Going green with Pushbikes & Scooters

Pizza lovers can now receive their favourite Domino's pizza delivered via customised pushbikes, in a move to reduce the store's carbon footprint. A number of Domino's stores are converting from delivery scooters to pushbikes in a move to increase the speed of delivery times and reduce the impact on the environment, including noise pollution.



At Domino's we are committed to moving to electric scooters and pushbikes nationwide.

Recycling and Packaging

Our pizza boxes are 100% recyclable, with the box made from 80% recyclable material and the remaining 20% being Forestry Sustainability and Convention assured.

DPE is very proud to be a valuable member of the Australian Packaging Covenant (APC). The APC is a sustainable packaging initiative which aims to change the culture of business to design more sustainable packaging, increase recycling rates and reduce packaging litter. It is an agreement between government, industry and community groups to find and fund solutions to address packaging sustainability issues.

Love Your Sister

Determined Unicyclist, Samuel Johnson, set out on his journey earlier this year in a quest to raise much needed funds and awareness for Breast Cancer after his sister Connie was diagnosed with the disease.

His commitment stems from keeping promises he made to Connie, and in the process raising a million dollars for Breast Cancer, as well as awareness of the disease. While doing so, Samuel broke the Guinness World Record for the longest journey ever made on a unicycle.

Domino's threw its support behind Sam and the campaign by helping to sponsor groceries and pizza purchases along the way. Domino's also made a cash donation of \$10,000.

Our local stores (particularly regional stores) also hosted plenty of doughraisers to help with the ambitious fundraising targets set for Love Your Sister as Sam rode into their towns.

loveyoursister.org



Starlight Foundation

Since being formed as an Australian children's charity in 1988, Starlight has brightened the lives of seriously ill and hospitalised children and their families throughout Australia.

Domino's works closely with the Starlight Foundation on their annual events program – delivering delicious pizzas and sides in and out of hospital – providing positive distraction to children in their time of need.

This partnership includes providing pizza for Wish parties, pizzas for special events, doughraisers and other state wide initiatives and support.

Find more information at starlight.org.au

Pizza Mogul

Our newly working initiative, Pizza Mogul is another great avenue for charities, local community groups and the unsung heroes working hard in our communities to raise much needed funds. It's a great way for these groups to get involved, create a Mogul profile and pizzas, share them and earn Mogul dough for their charity. Domino's has also partnered with a number of charities to give people the option of donating part of their Mogul dough to a worthy cause.

For more information visit pizzamogul.com.au