



5 July 2016

Dear Shareholder,

Re: Domino's Pizza Enterprises (DMP) & SDA in Negotiations to Deliver New Enterprise Agreement

For the past 12 months, we have been in negotiations with the SDA and have been working closely with franchisees and team members to ensure we are well prepared for these changes.

DMP is aware of today's analyst report released by the Deutsche Bank. Whilst the report refers to increases which is partly true, DMP Management want to make you aware of the complete story.

As with many of our industry peers, we have been aware of the pending changes for many years and are currently negotiating a new Agreement around the modern award. This includes formulating our business model over the past four years in preparation for this change. Therefore, the article from Deutsche Bank is incomplete and therefore incorrect.

We have been busy putting in place a number of measures and significant business strategies all aimed at improving productivity and increasing margins for franchisees, including but not exclusive to; GPS Driver Tracker, 15/20 Minute Guarantee, Project 3/10 (pick up in three minutes, delivered in ten), electric bikes and working on pricing models.

As mentioned, The Company has been fully aware and prepared for the expected changes in benefits and entitlements, to the point that both DMP and its franchisees are set to increase rates in the interim (from August onwards), while negotiations continue with the SDA.

DMP Agreements cover not only Domino's Pizza Enterprises, but also 300 plus small business franchisees nationally. It is important to DMP and the SDA that due care is taken while negotiating a path through this current complex industrial environment.

Rest assured the transition to a new Agreement and inevitable changes to benefits and entitlements is an expected part of the negotiation process and we will continue to work closely with the SDA over the coming months.

We are proud to employ thousands of young people across Australia and this pro-active approach is about ensuring we are operating our business to the highest of ethical standards and in the best interests of the heart of our business- our valuable team members. Our priority to provide only the best employment conditions for our team members remains.

In closing, we would like to reiterate that we have been preparing for the introduction of a new Agreement for some time and for DMP it's business as usual. We continue to work towards growing franchisee profitability and expect to be a high growth business both for our franchisees and our shareholder in the years ahead.

We will keep you updated and informed on our progress.

Don Meij
DMP Group CEO and Managing Director