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DOMINO'S PIZZA JAPAN OPENS 800TH STORE

Less than 12 months after opening the market's 700th store, Domino's Pizza Japan has set another record, opening 126 stores in one year, 10 in one day, and the 800th for the market.

The milestone is a record for Domino's Pizza Enterprises Ltd (ASX.DMP), the first time a DMP market has surpassed 100 stores in a calendar year, and Group CEO & Managing Director Don Meij said it would not be the last.

"This marks an extraordinary achievement for Japan and is the result of a world-leading team effort from franchisees and team members alike.

"Japan finished the 2019 Financial Year with 600 stores, celebrated the 35th anniversary for the market in 2020 with the 700th store and now, less than 12 months later, has reached another milestone."

Domino's Pizza Japan President and CEO Josh Kilimnik paid tribute to the leadership and team members throughout Japan.

"Every member of the Domino's Japan family should be proud of their efforts – this milestone is only possible because we have fundamentally changed how we have served our customers, from our menu offering and pricing through to our operations, which are consistently, safely delivering the fastest pizzas on the planet," Mr Kilimnik said.

"We are focused on reaching the 1500 store milestone by 2030-2032, with a new approach that allows us to make dough in stores (like in Australia/New Zealand) that opens up previously inaccessible cities and towns.

"Our franchisees have beaten all expectations – we expect franchisees will operate 50% of all stores in Japan this calendar year – while our store managers have been recognised as the best in the Domino's world.

"While we are the dominant pizza company in Japan, and the largest Domino's Pizza Enterprises Ltd market by store count, no-one in our team is resting on this achievement, we intend to continue to grow by putting our customers first in everything we do."

The 800th store in Japan is officially the Tawaramachi store in Tokyo. Each of the 10 stores opened yesterday will be considered 'memorial' stores, recognising this important achievement.

DPE's current store count is available at <https://investors.dominos.com.au/stores>

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