



2 October 2015

In addition to providing the Annual Report, in 2015 Domino's Pizza Enterprises Limited 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.

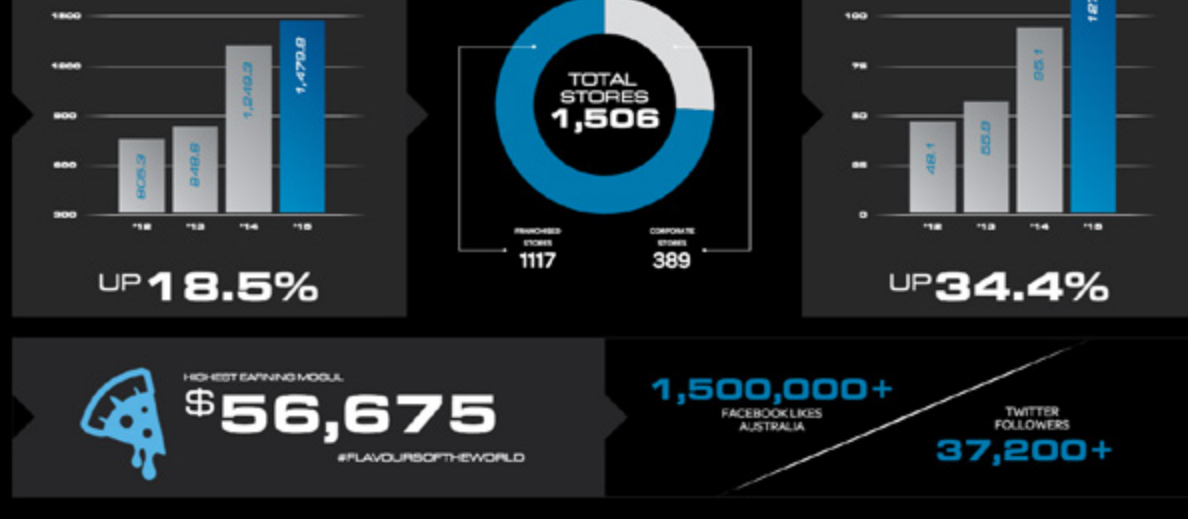
Our fully functional website can be accessed at <http://dominospizzaannualreport.com.au>

A PDF version of the commentary follows.

Craig Ryan
Company Secretary

Domino's HEROES

KEY STATS



(1) Underlying profits is the Statutory profit contained in the Appendix 4E of Domino's FY14 and FY15 Annual Reports adjusted for Significant Items specific to the Financial Year. As the Underlying profit is different to the Statutory profit, we note that this has not been subject to audit. Refer to the 2013 and 2014 Annual Report for the reconciliation between Underlying and Statutory profit.



JOE COSENTINO Domino's North Ward

Favourite Pizza BBQ Meatlovers
Favourite Song Whatever is on the radio
Favourite Sport Cricket

Joe started delivering with pizzas for Domino's in 2014 and is currently one of the oldest members of our delivery driver fleet. He has had a varied work history having done several jobs throughout his career but when he finished up at his last business he wanted to find something fun and flexible so he joined Domino's.

He says the highlight of the job is working with the young people in store. They are so friendly and dedicated to their job they are always happy to help him out when training and he always appreciates their help.

He has enjoyed every minute of the job and it seems his customers agree. He is one of the highest rated feedback drivers for the store and often gets complimented on his friendly demeanour and smile. He is an absolute asset to the company and proof that age knows no bounds for being part of the Domino's team.

Domino's
HEROES



Jack Cowin CHAIRMAN'S MESSAGE

Since I last reported the Company results, DPE continues to grow from strength to strength, with each of our regions contributing to our strong growth and results in FY15.



VIEW FULL REPORT

Don Meij CEO REPORT

This year we have delivered on our promise of innovation, value and quality. As the Company continues to expand across each of our regions we are relentless in our pursuit to deliver our customers exceptional service and finding new and exciting ways to connect with our customers.



VIEW VIDEO



VIEW FULL REPORT



TAHLIA BUTLER Domino's Burnie

Favourite Pizza Chicken & Camembert
Favourite Song Anything by Taylor Swift
Favourite Sport Definitely AFL go the Cats!

Tahlia Butler started delivering pizzas for Domino's in 2006 and has loved it ever since. She was recruited by her two sisters who worked at Domino's at the time and the flexibility of the role allowed her to get her exams and assignments done on time and complete her studies.

Tahlia said she has never felt unsafe delivering pizza around Burnie in her nine years at Domino's and would recommend the job to her friends. The highlight of Tahlia's time with Domino's was delivering pizzas to a jetty where two men on a fishing boat swung by, grabbed the pizzas, and went back out to sea. I wanted to take this opportunity to thank Tahlia for her time with us, and we are looking forward to seeing what the next nine years hold for her!

Domino's
HEROES

MARKETS

ALL

AUSTRALIA/NEW ZEALAND

EUROPE

JAPAN

COMMUNITY		GPS DRIVER TRACKER		DIGITAL INNOVATION		NEW PRODUCT	
				AUSTRALIA & NEW ZEALAND			
				FRANCHISING & DEVELOPMENT			
CORPORATE SOCIAL RESPONSIBILITY		THE YEAR OF DELIVERY		AUSTRALIA & NEW ZEALAND		AUSTRALIA & NEW ZEALAND	
NEW PRODUCT		DIGITAL INNOVATION		LOOKING FORWARD		FRANCHISING & DEVELOPMENT	
EUROPE		EUROPE		EUROPE		EUROPE	
FRANCHISING & DEVELOPMENT		DIGITAL INNOVATION		NEW PRODUCT		LOOKING FORWARD	
JAPAN		JAPAN		JAPAN		JAPAN	

COMMUNITY

With our People Powered Pizzas ethos, we truly believe in the development of people. This starts at a grass roots level by contributing to our own Domino's Communities.



VIEW FULL REPORT



COPYRIGHT DOMINO'S PIZZA ENTERPRISES LTD 2015



GROUP CHAIRMAN'S MESSAGE

JACK COWIN

Dear Shareholders,

Since I last reported, the performance of the Domino's Pizza Enterprises (DPE) business has continued to go from strength to strength. The Company reported a Net Profit After Tax⁽²⁾ of \$64.0m, an increase of 40%⁽¹⁾⁽²⁾ on last financial year.

OUR RESULTS

The Group's revenue was up 19.3%, or \$113.7m, to \$702.4m driven by record store growth, strong operations in all six markets and industry-shifting digital innovation. I am pleased to report that strong operating performance in all regions has resulted in Underlying EBITDA⁽¹⁾ growth up 34.4% to \$127.8m.

The Company will pay shareholders a final dividend of 27.2c (fully franked), bringing the full year dividend to 51.8c, up 41.1% per share on prior year. The final dividend will be paid on Friday 11 September 2015 with a record date of Tuesday 25 August 2015.

ANZ delivered another year of strong earnings growth driven by double digit Same Store Sales (SSS) and record store openings, with New Zealand proving to be a stand-out for the second consecutive year. Network sales growth continues to be supported by the \$5 Cheaper Everyday campaign and Pizza Mogul in Australia. Digital, marketing and promotional activities also significantly contributed to higher SSS in this market with record new store numbers contributing to higher network sales.

Europe delivered an unprecedented Underlying EBITDA⁽¹⁾ growth of 92.3%, leveraging on prior managerial and structural investments, and we exceeded our Group EBITDA⁽¹⁾ growth guidance of 30%. A key milestones for Europe included delivering a double digit EBITDA margin of 10.7%. Strong SSS in both France and The Netherlands has seen us achieve our best first and second half in three years - the restructuring of the Marketing team, as well as the rollout of our global Point of Sale and Online Ordering platforms, is delivering material results.

Japan Underlying EBITDA⁽¹⁾ growth of 38.0% was driven by record store openings and scale benefits. In this market we achieved annual SSS growth of 1.8% despite lapping high growth in 2014, the impact of an increase in sales tax and a tough economic environment. Network sales grew 14.8%⁽³⁾ on a comparable full year basis.

OUR PEOPLE

Our fundamental obligation remains to our people – our franchisees, our customers and our employees. You are fuelling this business and are responsible for its growth and strength.

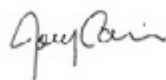
On behalf of the Board, I would like to thank all 30,000 plus employees throughout DPE's business for their tremendous efforts, passion and resilience in delivering these results. They are the ones delivering pizza in the rain, working in our local communities and getting piping hot pizzas to customers. It is their commitment and focus that enables our substantial progress.

To our highly experienced management team – both at an executive and board level – you should be commended on your relentless drive and determination to continue to push the boundaries and limits on what is possible. We applaud your commitment and passion for the brand and thank you for all of your hard work.

LOOKING AHEAD

We remain cautiously optimistic in our ability to achieve great results in the year and to take advantage of suitable new and emerging opportunities. We remain focused on achieving our goals - by striving to meet evolving market demands and seeking new ways to improve performance and develop innovative ways of delivering convenient ordering solutions for our customers. We expect our great results to continue to enhance shareholder's value.

I look forward to seeing you at our Annual General Meeting.



JACK COWIN
DPE CHAIRMAN

ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
- > COMMUNITY
- > FINANCIAL REPORT

⁽¹⁾ Underlying profit is the Statutory profit contained in the Appendix 4E of Domino's FY14 and FY15 Annual Report (adjusted for Significant Items specific to the Financial Year. As the Underlying profit is different to the Statutory profit, we note that this has not been subject to audit. Refer to the 2013 and 2014 Annual Report for the reconciliation between Underlying and Statutory profit.

⁽²⁾ After Minority Interest

⁽³⁾ 37.3% sales growth over the DPE ownership period from 3rd September 2013 to 29th June 2014



GROUP CEO REPORT DON MEIJ



This year has been another great year for Domino's Pizza Enterprises (DPE) where in FY15 we delivered an Underlying Net Profit After Tax (NPAT)⁽¹⁾⁽²⁾ growth of 40% and Underlying EBITDA⁽¹⁾ growth of 34.4% which were above our upgraded guidance.

Driving this growth was our strong Same Store Sales (SSS) which was 8.6% for the Group and in each of our markets we were better than our peers in like for like growth. For example SSS in Japan we grew sales for 1.8%, for European markets we grew SSS at 6.4% and in ANZ we grew at 11.3%.

We also added a total of 177 new stores to the system which was three times more than we organically grew three years ago.

By growing our SSS and expanding store numbers across the Group, we were able to deliver these earnings whilst maintaining our CAPEX spend and within guidance.

In Europe we were able to deliver an unprecedented level of profit growth, improving our Underlying EBITDA⁽¹⁾ by 92.3%. This was achieved by opening a record 54 new organic stores and delivering SSS of 6.4%. The Europe CEO, Andrew Rennie, and the entire European team have done a fantastic job of leveraging the scale that we are now achieving in Europe.

When you look inside the business, The Netherlands was a real star. For nearly 18 months we have had the Pulse Point Of Sale and Online ordering system, that was developed in Australia, rolled out in our Dutch and Belgian stores. This gives us an insight in what is yet to come when we roll this technology out in French stores in FY16.

In Japan we delivered 38.0% Underlying EBITDA⁽¹⁾ growth which was achieved by growing our network by 64 new stores and SSS of 1.8%. It is also worth noting that management did a great job in managing food and labour cost in this market.

In Australia and New Zealand we continue to exceed expectations and in FY15 we were able to grow our EBITDA by 23.2% and deliver a record EBITDA margin of 33.0%. This excellent result was achieved by opening a record number of 59 new organic stores and strong SSS of 11.3%.

INNOVATION AND DEVELOPMENT

Strong sales were achieved in FY15 helped by the new Pizza Mogul platform which engaged the imagination of consumers and showed what we can do in the digital space.

We also rolled out a new price point for our Value Range which is currently \$5. With Pizza Mogul as a brand driver and our Value Range engaging customers, we had a phenomenal customer count growth and SSS growth.

Complementing the above, we continue to drive our street food mindset and add some strong products to the menu including our pulled beef and pulled pork range. We also rolled out our new Churros which were so successful that we relaunched them in FY16.

With the crossover of product innovation, great technology and great value we are offering the Australian and New Zealand market, it continues to show what is possible for the rest of our Group.

LOOKING FORWARD

We believe we will grow EBITDA and NPAT within the region of 20%. We will achieve this by opening between 180 – 200 new stores across the Group. We will also achieve SSS in Japan of between 1-2%, SSS in Europe of between 4-6 % and in ANZ SSS of between 6-8%. For FY16 we have also given further upgraded guidance into the future, with the Group comprising of 3,100 stores by 2025. This will be achieved through an additional 150 stores in the Japan market where we have now upgraded the outlook to 850 stores by 2025.

This year we believe we will open in excess of 60 new stores in Japan and grow our SSS in the region of 1.2%. Throughout FY16 year we hope to roll out our Pulse platform and our Online Ordering system to drive growth in FY17.

It's going to be a busy year in Europe as we will open in excess of 60 new organic stores. We will deliver SSS of 4-6%, rolling out the Pulse system in France and connecting DPE's Global Online Ordering system which will be set up in 2017 for France.

In The Netherlands we are looking forward to rolling out our GPS Driver Tracker technology which has had great success in the ANZ business. The ANZ business is already off to a great start as we launched our GPS Driver Tracker which has contributed to strong SSS in the first five weeks of trade in excess of 12%. We have also rolled out a new responsive website which means the website is more adaptable to all different screen sizes so our online ordering system and homepage has a richer and more enjoyable experience for customers. Following the announcement of a 15 and 20 minute delivery guarantee launching soon, customers will be paying an additional \$3 for a 20 minute service guarantee and \$5 for 15 minutes. The algorithm will be determined with our GPS tracker technology and will only be made available to customers when our stores can safely deliver in these timeframes. This launch will allow us to take on drive-through businesses and tackle efficiency with delivery.

We have also announced that we have 40+ digital projects that we intend to execute in FY16. These innovations are for our customers but also for our franchisees and team members so we can execute with improved efficiency. With every new digital initiative DPE ANZ will become a stronger business and we will replicate this in our other markets.

We have given guidance to open 60 new stores in FY16, with a total target of reaching 900 stores in Australia and New Zealand in the longer term. When you consider all of the technology platforms, food product innovation plus the initiative to continue to challenge our store design, you can see the ANZ market is set up to have a strong year.

THE PEOPLE

I would like to take this opportunity to thank and congratulate the heroes in our stores – our pizza makers, our delivery experts, managers and leaders in the field and franchisee operations managers. They are the real heroes of Domino's Pizza who move at a rapid pace instilling new thinking and exceeding customers' expectations.

My sincere appreciation to the team members outside of our stores who tirelessly push to bring these initiatives to market, equip our stores with great efficiencies, great tools, amazing technology, fantastic marketing and beautiful new store designs. Thank you to our Board, Executive Team and Management Teams who support these amazing visions and help drive the vision that is DPE today.

To you, our shareholders, I thank you for believing in a growth business that is driven and inspired to achieve exceptional things. It's your support and belief that pushes us to continue to deliver.



DON MEIJ
CEO & MANAGING DIRECTOR

ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
- > COMMUNITY
- > FINANCIAL REPORT

[1] Underlying profit is the Statutory profit contained in the Appendix 4C of Domino's FY14 and FY13 Annual Report adjusted for Significant Items specific to the Financial Year. As the Underlying profit is different to the Statutory profit, we note that this has not been subject to audit. Refer to the 2013 and 2014 Annual Report for the reconciliation between Underlying and statutory profit.

[2] After Minority Interest



MARKETS AUSTRALIA & NEW ZEALAND



DIGITAL INNOVATION

At Domino's we have a reputation for being leaders in digital technology, delivering solutions that allow our customers to connect with us how, when and where they want. The past 12 months have been no different, in fact we have pushed the boundaries of what's possible in this space with multiple world-first initiatives, out-of-the-box digital innovation and investment right across the Group. The Journey to give the consumer more control than ever before has raised the brand's profile, driven sales and encouraged record engagement levels with the brand.

The commitment in this space – to stay ahead of the curve and be at the forefront of digital innovation – is also evident by the increased investment in this space and first appointment of a Group Chief Digital Officer to further drive this area of the business as a significant focus.

DPE has seen record profits and explosive growth over the past five years which is largely attributed to a number of revolutionary pieces of technology that push the envelope, including Live Pizza Tracker, Pizza Mogul and most recently GPS Driver Tracker. With every digital development, Domino's has reinforced its new value proposition of 'slow where it counts, fast where it matters' so we provide high quality pizzas with a minimal timeframe with the benefits being passed onto the customer.

PIZZA MOGUL – WORLD-FIRST INNOVATION DELIVERS ME-TAILING OPPORTUNITY FOR CUSTOMERS

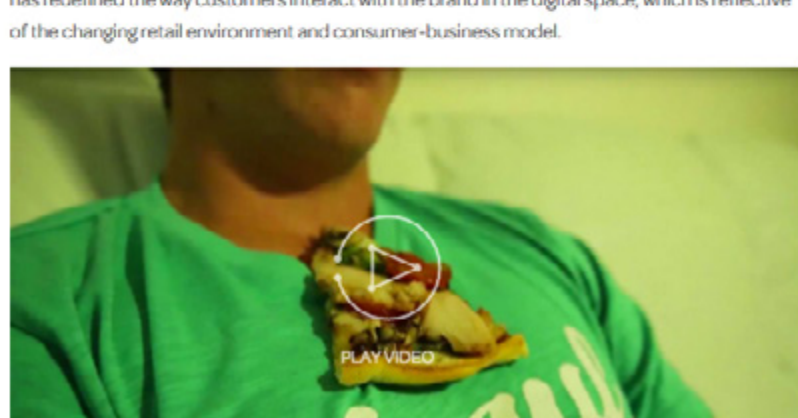


The world-first initiative Pizza Mogul is an example of a revolutionary business model that has customer interactivity at its core. Launched in Australia in July 2014, Pizza Mogul is a responsive app designed to appeal to entrepreneurs and social media savvy pizza lovers. Customers, or 'Moguls', can design their own pizzas, create their own brand, and promote their pizzas through social media and their own personal social networks. Each pizza is then sold through Domino's and gives the respective Mogul a cut of the profits, between 25c and \$4.25 depending on the number of toppings.

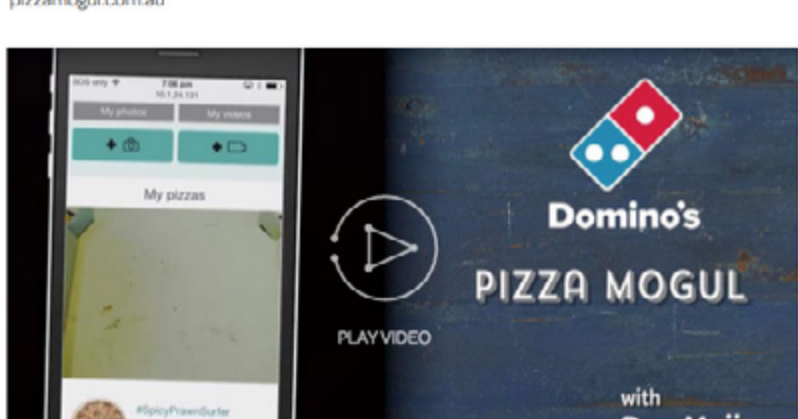
The strategic goal for Domino's in implementing Pizza Mogul was to recruit new users to the brand and drive brand engagement by harnessing the power of social selling and viral advertising to unlock new revenue streams. Domino's has redefined the notion of a loyalty program, as Pizza Mogul creates an environment where customers are rewarded immediately. The more a Mogul experiments and markets their pizzas, the more likely they are to increase their profits.

Pizza Mogul has demonstrated continuous customer growth, with leading Moguls earning over \$55,000. Over 190,000 new pizzas to the menu to date as well, providing incredibly unique user generated content of Moguls/customers engaging and selling Domino's Pizzas right across Australia.

The world first platform offers a symbiosis between the Domino's brand and its customers and has redefined the way customers interact with the brand in the digital space, which is reflective of the changing retail environment and consumer-business model.



pizzamogul.com.au



ONLINE INNOVATION

A number of enhancements to the online ordering process made over the past 12 months to reduce the time and clicks involved for customers have helped contribute to strong online and mobile sales growth with order counts increasing 26% on prior period last year.

We launched Five Click Ordering (Quick Ordering) in Australia and New Zealand to allow customers to order quickly and conveniently. Quick Ordering was then further enhanced with the launch of four click ordering in the Australian market due to us offering customers the ability to save their payment method.

Other significant developments in the digital space at Domino's included the launch of the popular Domino's Live Pizza Tracker via wearable technology including Apple Watch and Android Wear or live via Google's Chromecast on television making it possible for pizza lovers to track their pizza order with more and more tech-convenience than ever before.



The Domino's Live Pizza Tracker ensures pizza customers are kept up to date and informed of every stage of their pizza order. From placing, making, cooking and letting customers know exactly when their pizza is ready. The Apple Watch offers the ideal interface and convenience for customers to be able to access the status of their pizza orders anytime, anywhere. Making the Domino's Live Pizza Tracker available via Apple Watch ensures customers can keep their iPhones in their pocket and glance at their watch to view the status of their order.

To offer further ease and convenience to our customers, the PayPal App was also added to online ordering in Australia.

In June and July this year we rolled out a new responsive online ordering platform in Domino's Australia.

The new platform completely refreshes the look and feel of online ordering, improving the appeal of our products, while leveraging technology that improves the platform's ability to adapt itself across the myriad of devices that exist in today's market.

OTHER BENEFITS OF THE NEW RESPONSIVE WEBSITE INCLUDE:

- Fresh new look and image
- A better and more visually enriched user friendly ordering experience
- The website seamlessly adjusts across any screen size
- An enhanced order details section
- Larger product shots – the very reason customers come to the website
- Improved Shopping Cart so users can modify their orders easier than before
- New and improved Voucher interface, allowing customers to better interact with vouchers
- Fixed "Add to Order" and "Place Order" buttons on mobile providing improved usability.

Testing is currently underway for New Zealand, with a version for France, Netherlands and Belgium due in the coming months.

SOCIAL MEDIA

Domino's has continued to lead the way in social media presence and activity – in a way that both compliments the exciting innovative promotional calendar and services the hundreds and thousands of customers with questions and feedback who interact and engage with the progressive platforms.

With a dedicated customer care response team, the Company monitors these platforms 24/7, responding to all questions, enquiries and feedback within a 30 minute timeframe.

As well as developing exciting and engaging content for these platforms, Domino's regularly participates in transparent Q&A's with Leadership Team members including Group CEO and Managing Director Don Meij, Group Chief Marketing Officer, Allan Collins, Global Development Chef Stefaan Codron, General Manager New Zealand Scott Bush and Group Chief Digital Officer Michael Gillespie.

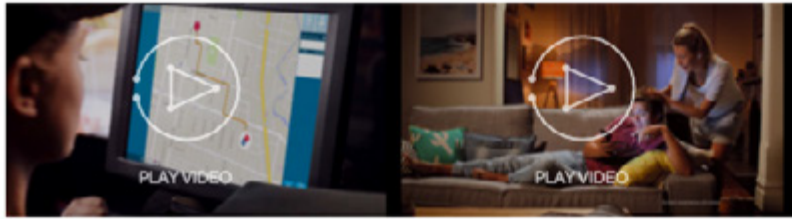
The Q&A's are just one of the ways the brand demonstrates its ongoing commitment to these progressive platforms as well as the brand ethos People Powered Pizza. We listen to this feedback and act on it. A recent example of this is the return of the popular Puff Pastry to the Domino's menu following a Q&A with Chief Marketing Officer Allan Collins. Facebook fans demanded its return to the menu and Allan responded by bringing it back for a limited time.



ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
 - Australia & New Zealand
 - Digital Innovation
 - GPS Driver Tracker
 - Franchising & Development
 - Food Innovation
 - Europe
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Japan
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Looking Forward
- > COMMUNITY
- > FINANCIAL REPORT

MARKETS AUSTRALIA & NEW ZEALAND



Domino's digital investment is transforming pizza delivery

DOMINO'S GPS DRIVER TRACKER THE YEAR OF DELIVERY!!

Safety fuelled the biggest change to pizza delivery in the global brand's 54 year history with the launch of Domino's GPS Driver Tracker across all stores in Australia in July and in New Zealand in August 2015.

Inspired by the 'uberfication' movement (consumer-need convenience), the tracking technology employs similar strategies as the likes of taxi industry disruptor Uber.

The technology enables customers to track pizza deliveries directly from the store to their door but most importantly it will help keep Domino's delivery drivers safe.

As well as generating unsafe driving behaviour reports in real time, GPS Tracker will set good driving behaviour benchmarks in the business.



For customers, the benefits include the delivery of faster, fresher and hotter pizzas, convenience and a unique customer engagement with their pizza delivery driver as they watch their driver en route to their door in real time.

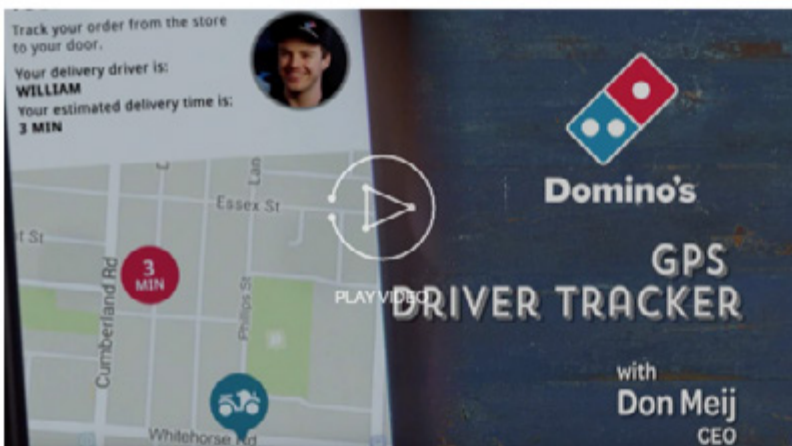
It's a level of engagement between our customers and our delivery drivers that's never been seen before in the takeaway food industry.



Following the launch of GPS Driver Tracker, Domino's has seen a huge lift in net promoter scores, customer feedback, product quality and process ratings. It was also the catalyst for the Company's biggest recruitment drive earlier this year with the announcement Domino's was hiring 3,000 new employees.

The GPS tracking technology will continue to be the linchpin of the ANZ business, take operational execution and customer service to new levels, and offer the customer unprecedented engagement in the Quick Service Restaurant (QSR) space.

DPF has plans to roll out the technology in its other markets in the year ahead with Netherlands the first to introduce it to market.



ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CFO REPORT
- > MARKETS
 - Australia & New Zealand
 - Digital Innovation
 - GPS Driver Tracker
 - Franchising & Development
 - Food Innovation
 - Europe
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Japan
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Looking Forward
- > COMMUNITY
- > FINANCIAL REPORT



PRODUCT INNOVATION OUR JOURNEY FOR SUPREME QUALITY

We have invested significantly in making the food the hero. This includes our new, Theatre of Food style Domino's stores with the make line at the front, visible to the customer – on show and 100% transparent.



We introduced a number of exciting new products, capitalising on the street food trend and brought a succulent range of Chef's Best Pulled Beef and Pulled Pork pizzas to the Australian and New Zealand menu. The Pulled Pork range included unique flavours such as Pulled Pork Meatlovers, Hickory BBQ Pulled Pork and Chilli Lime Pulled Pork. The Pulled Beef pizzas were just as enticing with Argentinian Pulled beef and Spicy Harissa among the additions.

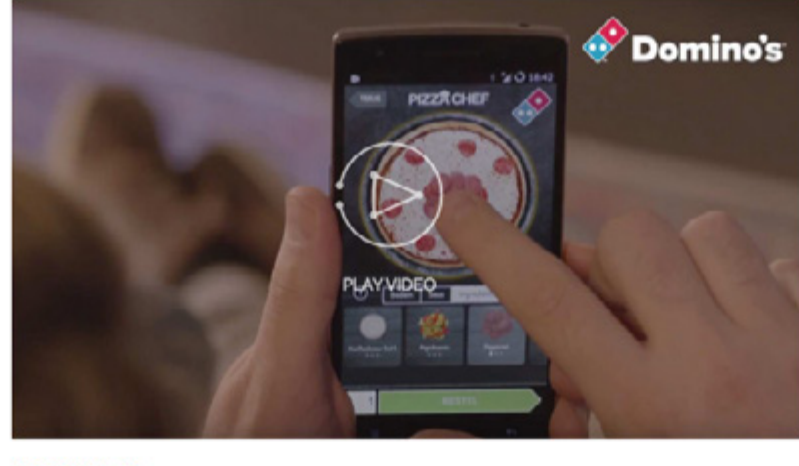
As well as incorporating the unique street food flavours trend, Domino's added an extra value layer to the menu giving customers more bang for their buck. This range included pizzas such as the Italiano, the Deluxe and the Capriciosa.

Our Global Development Chef and his team have worked hard on adding even more sides and choices to the menu including a number of desserts and sides, Chicken Kicker bites (both mild and spicy), the popular Churros and Candy infused lava cakes to name a few.



ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
 - Australia & New Zealand
 - Digital Innovation
 - GPS Driver Tracker
 - Franchising & Development
 - Food Innovation
 - Europe
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Japan
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Looking Forward
- > COMMUNITY
- > FINANCIAL REPORT



MARKETS EUROPE

DIGITAL INNOVATION

The European market recorded strong SSS growth of 6.4% driven by innovative marketing, strong management and traction in digital developments, despite facing a tough macro environment.

FY15 saw the European Domino's market introduce the Company's popular Pizza Chef platform to allow customers the ability to customise their order from millions of pizza variations possible. This launch was supported by a 'Pizza Bingo' activation where customers could guess Managers' favourite pizzas and win significant prizes if they selected the winning combination.

Belgium has moved onto the Global Online Ordering platform, resulting in digital innovation being shared across markets that can be rolled out seamlessly. Following the implementation of Online Ordering in Belgium, more aggressive banner campaigns commenced with sending electronic direct mails (EDM's) and building the customer database for specific targeting and as a result, sales from EDM's have tripled.

The convenient platform of Quick Ordering was implemented in The Netherlands market in December 2014 and Belgium in April 2015, allowing customers the ability to place their online order in as little as five clicks.

After the implementation of online ordering in October 2014, The Netherlands market made it a priority to convert Domino's customers to the website with great success. With over 60% of sales now coming from online in this market, the mobile orders alone doubled this past year. Other areas of focus in the digital space included the growth of database, offering customers the best possible offers and resulting in over 10% of orders now generated through EDM sales.

We also introduced Net Promoter Score (NPS) store rating in this market which is visible for customers on the Dutch Domino's website and stores actively engage with it. From this initiative we are extremely proud to report that we are the best in class compared to our surrounding Domino's countries with a NPS over 26%.

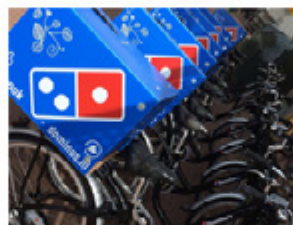
In The Netherlands, Live Pizza Tracker was made available on the Apple Watch in June, offering customers the ability to track their pizza order not only on their mobile, but also on their wrist via the popular, tech-convenient Apple Watch.



STORE INNOVATION – FRANCHISING & DEVELOPMENT

Franchise and corporate stores are exceeding in all metrics in The Netherlands and corporate stores in France are starting to lead the growth.

In Belgium we have opened a total of 10 new stores, including a pizza slice store. In this market the focus has been on being more visible by having more stores and improving the store image. Record organic growth in Europe in FY15 was achieved, with a total of 54 new stores added to the European network. This includes two 'pizza centre stores' in Amsterdam and Dordrecht where, in addition to top quality pizzas, customers can buy pizza slices – which is a huge differentiator for us. In a market first for Europe, a number of stores in The Netherlands and France now deliver 100% via electric pushbikes. Domino's France is also working with the national French electricity authority to rollout charging points for the electric pushbikes in Paris.



The Netherlands celebrated a significant store milestone in May this year with the market's 200th store opening unveiled in Dordrecht Centre. The store was opened officially at a ribbon-cutting ceremony on May 18th 2015 by Group CEO and Managing Director Don Meij.

With the strong organic store growth trend set to continue in Europe, the new 'Entice' image has begun rolling out in all three European countries with an emphasis on the artisan look and feel. All old image stores will be refurbished within the next 18 months.

In addition to store openings, milestones and refurbishments in Europe, we have implemented digital menu boards with rolling images and great value offers in a number of stores which has seen some great early results.

FOOD INNOVATION

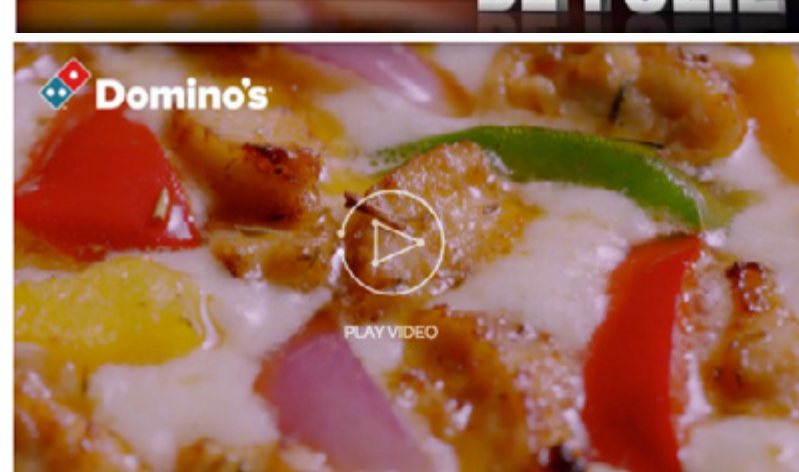
It's been an exciting year of product development in the European markets. The high quality of our products remains the most important part of

our journey and as such, Domino's Pizza Europe hired a new Chef who is responsible for product development in France, The Netherlands and Belgium.

Over the past 12 months, Domino's Belgium introduced a number of successful new pizzas to the menu. The Belgium market also introduced the Hot Dog Stuffed Crust, Gyros and Asparagus offering more variety than ever before to the popular menu. In January 2015 we also introduced the Creamy Salmon, a delicious pizza with salmon, dill and fresh tomatoes. It was in cooperation with Boursin, who delivered the creamy garlic sauce we used as the base of the pizza.

In October 2014, our Dutch market launched the Hot Dog Stuffed Crust, our medium pizza with a hot dog in the crust. Customers could choose a plain crust, with Hickory BBQ sauce or a Mustard sauce from a local supplier. The Hotdog Crust was introduced with a Sauerkraut topping, which is a famous Dutch meal. Customers loved it and the Dutch press valued it highly because it was unique and innovative.

Already having a pizza shoarma on the menu, The Netherlands market wanted to offer their customers something different- enter the Gyros pizza which launched on the menu in April this year. The Gyros pizza was featured on television with a brand new TV ad, highlighting the quality and freshness of the product with the promotion resulting in the highest selling pizza ever in the Dutch market.



We had also listened to mothers with young children who wanted more vegetables and 'healthy' products to be added to the Domino's menu. We responded by adding popular, high quality, seasonal ingredients on a pizza, together with ham of the bone and a hollandaise sauce, the 'Pizza Asperge'. This delicious combination of flavours brings a new twist on a traditional dish and was rolled out with a television campaign with great success.

Tiramisu was also added to the menu in The Netherlands to meet the demands for an increasing dessert range.



ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
 - Australia & New Zealand
 - Digital Innovation
 - GPS Driver Tracker
 - Franchising & Development
 - Food Innovation
 - Europe
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Japan
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Looking Forward
- > COMMUNITY
- > FINANCIAL REPORT



MARKETS JAPAN

DIGITAL INNOVATION

Our Asian and European markets are benefiting from key digital learnings in Australia. On several occasions, ideas that have been developed in Australia have been so successful that our Asian and European counterparts have implemented them into their program.

A recent example of this is the implementation of the new HTML5 platform in our Japan business, offering more engagement for the customer and accommodating for expected seasonal growth.



This year also saw a refresh of the Domino's Live Pizza Tracker launch in Domino's Pizza Japan. The design had been renewed specifically for Japan customers so that they could enjoy the wait time for delivery even more and develop higher expectations from their online ordering experience. We provided the opportunity for customers to win up to 50% off coupons via a Mystery Deal that was only available to customers using the Pizza Tracker.

Other online activity in Domino's Pizza Japan included increased mobile growth to the new online ordering platform which was launched in late September and the introduction of "Big Wednesdays" – a dedicated online promotion day.

A push on other progressive platforms such as Twitter and Vine has seen Domino's Pizza Japan grow from strength to strength in this space.

FRANCHISING AND DEVELOPMENT

Since the acquisition of Domino's Pizza Japan (DPJ) in September 2013, the store network in this market has significantly increased from 260 stores to 384 stores, with an increase of 64 new stores in this year alone. Franchise stores now account for 20% of store count in Japan, up from 17% at the time of the acquisition and 20% at the end of FY14. DPJ also celebrated the 350th store opening in December.

Our expansion into Japan is focused in part on 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 and we have seen some incredible results with the continued focus on this strategy. As a result, a total of 31 stores have been relocated to improved locations as well as the opening of stores in five new markets in the second half of FY16; Yamaguchi, Gifu, Wakayama, Nagasaki and Kumamoto, totalling seven markets in FY14.

We have also worked hard to improve the image of our stores so they are outlets that customers want to visit. Since January 2014, we have been 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. It's also focussed on transparency, heroing our food and celebrating it through a 'theatre of food' approach. Moreover, more stores are now being built with a face-to-face make line. The pizza making process therefore becomes entertainment as well – and our open-cooking process reminds customers that our food is worry-free and safe.

Store operations continue to improve which is reflected in record inspection scores, productivity numbers and service times. The Company plans on opening its 400th store in Japan prior to our 30th anniversary in that country in September 2015 and has its eyes firmly set on opening 60 new stores.



FOOD INNOVATION

It's also been a big year of product development in Japan. This has included the launch of the Quattro Cheese 'n' Roll (stuffed crust pizza) which proved popular with customers. The tastes of the world such as Cajun Chicken and Tom-Yum-Goong can be enjoyed all at once in the Summer Quattro pizza which has four tastes and allows the customers to enjoy the best of the new hand tossed dough.

We also 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 want.

Based on customer feedback and multiple tasting sessions we have evolved the Domino's crust recipe in Japan. The new product is fluffy, has better texture and is proving extremely popular with customers.

Our food is on display and being heroed more than ever before in our Domino's Pizza Japan stores. More and more stores are being built with face-to-face, transparent make lines. This goes to show the growth of product quality we have had in the past 12 months. We are bringing to life the pizza making process so that it is entertaining and engaging for our customers and because we are proud of the developments in product quality.



ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
 - Australia & New Zealand
 - Digital Innovation
 - GPS Driver Tracker
 - Franchising & Development
 - Food Innovation
 - Europe
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Japan
 - Digital Innovation
 - Franchising & Development
 - Food Innovation
 - Looking Forward
- > COMMUNITY
- > FINANCIAL REPORT



LOOKING FORWARD

ANZ

Domino's Pizza Enterprises Limited has seen record profits and explosive growth over the past five years which is largely attributed to product innovation and world-first digital initiatives.

Connecting with consumers in the digital age is the biggest opportunity and continued investment in new digital initiatives is imperative to maintaining sales momentum and growth.

In ANZ we have in excess of 40 exciting digital projects in the pipeline for FY16. This includes many that will make the ordering process even faster and easier for our customers with a 15 and 20 Minute Delivery Guarantee, Fast Favourites which allows customers to order in fewer clicks and SMS Emoji Pizza Ordering.

The new GPS tracking technology will continue to be the linchpin of the ANZ business and drive sales, take operational execution and customer service to a new level, and offer the customer unprecedented engagement in the Quick Service Restaurant (QSR) space. The second and third phases of GPS Driver Tracker will roll-out in Australia and New Zealand with emphasis on convenience and customer engagement.

The introduction of a 15 and 20 Minute Service Guarantee, a QSR first, means customers will reap the benefits of piping hot, fresh pizzas, reduced waiting times and increased convenience.



The algorithm behind the 15 and 20 Minute Delivery Guarantee, as well as GPS Driver Tracker, means it's only activated when we can do this safely from an operations perspective – safety of our staff is always our number one priority.

When stores can deliver piping hot pizzas to the customer's door within 15/20 minutes, a delivery guarantee will be made available to them.

This move will see us compete in a new market, taking share from the convenient fast food drive-thru outlets and revolutionising the sector.

Other initiatives include providing customers with an even quicker way to order at the tap of a finger with the launch of Fast Favourite ordering. This will form the foundation of many new ways to interact with Domino's in future years and take us beyond ordering via phones, watches, laptops, cars and iPads.

These revolutionary projects will assist us in reaching our record store growth in ANZ in FY16.

EUROPE

With the strong organic store growth trend set to continue in Europe, the new 'Entice' image has begun rolling out in all three European countries with an emphasis on the artisan look and feel.



Technology will continue to play a key role in driving sales and customer convenience in this market. This includes the rollout of GPS Driver Tracker in The Netherlands as well as the rollout of electric push bikes and completion of rolling global platforms.

The complete rollout of Pulse in France will also be achieved this year and focus will shift to adding the ability to order via new growing digital mediums like social media.

The new Paris Commissary project is under way and expected to yield substantial freight and productivity savings to the Company when it opens in 2016.

Other projects, including adding the ability to order via new growing digital mediums and various social media platforms, the release of the Domino's Live Pizza Tracker on Apple Watch and the rollout of the new responsive online ordering system across all European countries, will see the customer's ordering experience play a vital role in the marketing strategy moving forward.

Electric e-bikes and e-scooters will continue to rollout across all three European markets.

JAPAN

The Company plans on opening its 400th store in Japan prior to our 30th anniversary in September 2015 and has its eyes firmly set on opening 60 stores and 30% franchise stores.



Moving forward we will also see the introduction of another four Can Do! Partners stores and 15 additional franchise stores in the first half of the year helping to achieve this goal.

Efforts will continue to be placed on relocating stores to pick-up friendly locations in the first half of the new financial year and continue our expansion into new markets such Nagoya, Kyushu, Okinawa and Sendai.

In addition to this, product innovation will continue to be key to success and growth in this market. So too will be expanding on digital and social platforms including the rollout of the global point of sale and expanding onto the nation's biggest social networking service – LINE – in September.

All of this activity resulted in the upgrade of store outlook in Japan to 850 stores (up from 750).

ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
 - Australia & New Zealand
 - Europe
 - Japan
 - Looking Forward
- > COMMUNITY
- > FINANCIAL REPORT



COMMUNITY CORPORATE SOCIAL RESPONSIBILITY (CSR)

Domino's has a longstanding philanthropic commitment where we strongly believe in giving back to the communities in which we operate and lending a helping hand where we can. This has ensured the Company can give back to people when they need it most, which includes providing disaster relief with Doughraisers and firing up the ovens to get pizzas to people in evacuation centres during crucial times.



We are a company with a huge heart and we believe our greatest contribution is in making food accessible to the less fortunate. We invest in giving back to the communities in which we work and live, making a positive difference in the lives of our customers, associates, franchisees and community. We deliver on our commitment by focussing on these key areas:

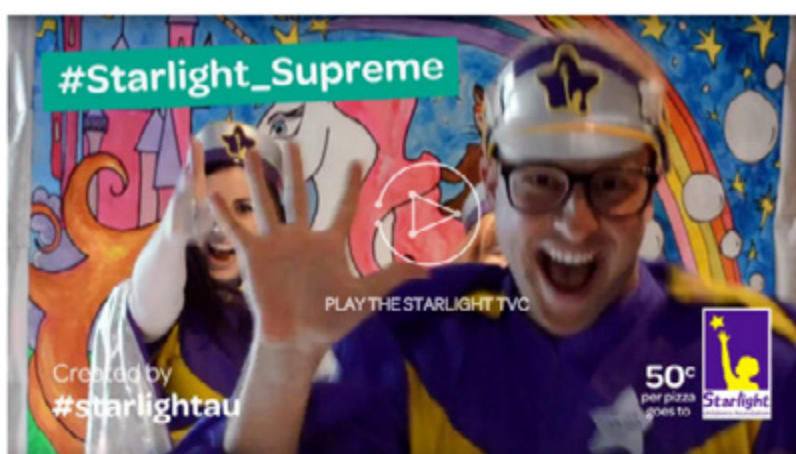
CORPORATE

PARTNER'S FOUNDATION

The Partners Foundation is a Domino's Pizza internal non-profit organisation established to assist team members in time of special need or tragedy as a result of natural disasters, unexpected afflictions, on the job accidents and other emergencies.

Since its inception, Partner's Foundation has helped many Domino's team members and their families with financial, emotional, intermediary and advisory assistance throughout Australia and New Zealand.

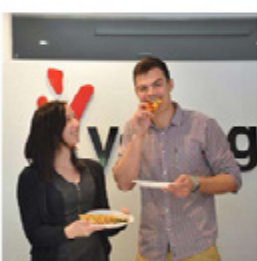
We are in the process of setting up a dedicated Foundation for New Zealand to better assist our team members there.



STARLIGHT CHILDREN'S FOUNDATION

The Company is also committed to the Starlight Children's Foundation, which endeavours to put smiles on the faces of seriously ill children. We work closely with the Starlight

Children's Foundation in helping them reach their fundraising targets, making in kind pizza donations throughout the year for various occasions including make a wish pizza parties as well as a number of other key activities. Starlight Children's Foundation is also a Pizza Mogul and raises money through their creative pizza menu and with other Moguls kindly donating a percentage of their profits to the worthy cause.



PIZZA MOGUL CHARITIES

The launch of Pizza Mogul provides a great avenue for charities to create pizzas and earn money as well as offering and encouraging Moguls to donate a percentage of their profits to a selected charity. Charities include Beyond Blue, Camp Quality Limited, Care Flight, Lifeline Australia, Starlight Children's Foundation, the School of St. Jude and Young Care.

YOUTHLINE PARTNERSHIP

Domino's New Zealand is proud and excited to be partnering with Youthline New Zealand. Youthline is one of New Zealand's most recognised Youth brands. It is positive and upbeat and the people that have been involved with the system become part of a better future.



Youthline is focused on building opportunities where young people, families and communities work together to ensure that young people are engaged in ways that "light their fire", are able to help a friend out when distressed, feel okay about asking for help if they need it and know where to go to get help, be that friends, families or Youthline.

There is a fantastic opportunity for Domino's to be heavily involved with Youthline in a positive and mutually beneficial way.

One of the first initiatives we are working on with Youthline is an Employment Program where we will be introducing youths to Domino's and providing them work experience. We will put them through their paces in store and provide them with some basic understanding and key skills for working within a Domino's store. At the end of it the youths who express an interest will be one step closer to employment within Domino's. This provides us with a pool of young people that have basic Domino's knowledge and skills.

DOUGHRAISERS + DONATIONS

Domino's is proud to support communities across all markets every day of the year. Locally owned and operated, our stores and teams believe in giving back to our communities and lending a helping hand where we can.

While pizza is our first passion, helping communities in difficult times or times when they just need our support is at the core of our beliefs. Doughraiser Fundraisers aim to support local communities by raising dough through the sale of pizza products on a particular day for a selected charity, school, sporting or community group. Each year Domino's raises hundreds of thousands of dollars and donates hundreds of thousands pizza slices to worthy causes all across the Group.

The past year hasn't been any different with Domino's donating millions of pizza slices and making various monetary donations.

SOCIAL

ENVIRONMENT + SUSTAINABILITY

As Australia's and New Zealand's largest pizza delivery company we are committed to making significant changes to the way we look after our planet. This includes reducing our impact on the environment through sustainability initiatives. As the delivery experts we are now using more electric scooters and pushbikes than ever before. We have stores operating via 100% electric pushbikes. This assists in reducing our carbon emission and pollution – now and in the future.



In addition to this our pizza boxes are 100% recyclable and we work closely with partners such as Visy to communicate this message to our customers.

Other initiatives in this space include a newly formed membership in New Zealand called the Public Place Recycling Scheme (PPRS). Domino's joined the PPRS in March of this year. The Scheme is designed to promote recycling within New Zealand by providing recycling facilities, education and support to events, council and any public place. The scheme aims to increase recycling within the home, and away from the home.

Since joining the PPRS Domino's has been instrumental in helping change the way councils collect pizza boxes. Taupo District Council was the last council that did not accept pizza boxes at their kerbside recycling collections, which resulted in them being part of the general landfill. PPRS and Domino's worked with Taupo Council, resulting in a change of by-law that allowed pizza boxes to be collected kerbside for recycling which was a fantastic solution for our fans in the area.

This also included the creation of a new logo for recycling pizza boxes which was created to help educate people that they can be recycled.

DIVERSITY

Domino's is committed to improving diversity across the organisation. The Board has agreed on a Diversity Strategy, including a focus on improving gender diversity. At this stage Domino's has commenced the following:

1. A pilot program focused on women's mentoring
2. Analysis of the workforce in terms of gender composition and potential barriers for entry.
3. An overall focus on this area

As we are in the early stages of executing on the strategy, we look forward to sharing updates and action with you in this space in future reports.

PARTNERSHIPS

At Domino's we are committed to living our brand ethos of People Powered Pizza. This includes the people who work with us – our stakeholders and our business partners.

Our guiding principles underpin our journey for supreme quality and our commitment to ensuring that fair and ethical workplace standards are carried out through every channel of our supply chain on a daily basis.

This includes working out our suppliers to ensure they are aligned with our Company values and guiding principle in all areas including:

- Diversity & Equality
- Workplace Health and Safety
- Human Rights
- Business Integrity
- Environmental Management
- Animal Welfare

ANNUAL REPORT 2015

- > CHAIRMAN'S REPORT
- > CEO REPORT
- > MARKETS
- > COMMUNITY
- > FINANCIAL REPORT