



Domino's Pizza Enterprises Limited
1/485 Kingsford Smith Drive
Hamilton, QLD, Australia 4007
ACN: 010 489 326
www.dominos.com.au

2 May, 2023

FRANCHISEE ENGAGEMENT AND ANZ LEADERSHIP

Domino's Pizza Enterprises Ltd has appointed ANZ CEO David Burness as the Company's first Global Culture Coach, focused on growing franchisee capability and developing the next generation of pizza entrepreneurs.

Group CEO & Managing Director Don Meij said the inaugural appointment reflected the importance of sophisticated, multi-unit franchisees to the future growth of Domino's across Europe and the Asia-Pacific.

"Domino's Pizza Enterprises Ltd intends to deliver significant growth over the next decade, with plans to operate more than 7250 stores by 2033, with an interim goal of five stores per franchisee," Mr Meij said.

"This requires sophisticated, engaged franchisees who can not only deliver the highest standards of operations but also can motivate and inspire their team members to build the strongest culture in our industry. David Burness has the demonstrated experience as a franchisee and executive to develop and enhance this culture.

Mr Burness is one of Domino's Pizza Enterprises Ltd's most awarded franchisees, having twice built multi-unit franchisee businesses in Australia. He also served in a leadership role in Domino's Netherlands when it was acquired by DPE, where he helped establish the record-setting culture that helped that market become the largest QSR by store count.

"Everyone who has worked with David over his three decades in this business know of his passion for the Domino's brand and the opportunities it creates for team members, managers and franchisees. A key part of his role will be developing this passion in our newly acquired markets, particularly where we intend to begin franchising for the first time.

"His appointment will leverage our investment in Path to Excellence, a training platform rolling out to all markets that will support a team member on their path from their very first shift, through to management and entrepreneurship."

Mr Burness said he was excited for the opportunity to help foster a new generation of franchisees, particularly where franchising was in the emerging phase for the Company.

"Some of the talented store managers and franchisees I had the privilege to work with in the early stages of our ownership of Domino's Netherlands have since developed to multi-unit owners and even country CEOs.

"I'm looking forward to helping our regional leadership unlock this talent and enthusiasm, including in markets where Domino's managers will have the opportunity to become their own business owners for the first time."

ANZ LEADERSHIP

The role of Asia-Pacific CEO Josh Kilimnik will expand to include the role of ANZ CEO, initially for a 12 month period, with the CEOs of Japan, Taiwan and the ASEAN¹ markets continuing to report into him.

¹ DMP's markets that are member states of the Association of Southeast Asian Nations (ASEAN) include Malaysia, Singapore and Cambodia



Domino's Pizza Enterprises Limited
1/485 Kingsford Smith Drive
Hamilton, QLD, Australia 4007
ACN: 010 489 326
www.dominos.com.au

"Our Brisbane Head Office, where I am based, is both a national and global Centre of Excellence for many of our areas of operations, including digital marketing, finance and store development. I am excited to help share the experience and talent of this centre across APAC, particularly in our four newest markets," Mr Kilimnik said.

Domino's is pleased to welcome back a Domino's Pizza Enterprises Ltd veteran with 35 years in the brand - Kerri Hayman, as ANZ Chief Operating Officer.

Ms Hayman started her Domino's career working for her brother Don Meij (then a store manager) as a teenager pizza maker in 1988, before becoming a store manager, franchisee, state manager and Corporate Operations Manager for Australia.

For more than a decade Ms Hayman has served Domino's in international roles, including as the Operations Director for Domino's Pizza Group plc in the United Kingdom, and as an award-winning, multi-unit franchisee in the United States of America.

Ms Hayman will move to Australia to take up the role following the sale of her 14 Domino's stores in the USA and will report to Mr Kilimnik.

Mr Meij and Ms Hayman will work closely with Mr Kilimnik as Domino's integrates the company's newest markets of Taiwan, Malaysia, Singapore and Cambodia.

"We have a significant opportunity in these markets we will unlock by implementing our business model and proven strategies in these markets," Mr Kilimnik said.

"This will include the roll-out of our OneDigital online ordering system, which has helped boost sales in every market it has been introduced. With digital sales accounting for almost 80% of total sales, this will be one of our highest priorities.

"We have the strategy, people, and tools at our disposal, and we intend to deliver."

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

END

For further information, contact Nathan Scholz, Head of Investor Relations at investor.relations@dominos.com.au or on +614 1924 3517.