

14 October 2015

**Domino's Pizza Group plc**

**Q3 Trading Statement**

***Strong sales momentum continues***

Domino's Pizza PLC ("Domino's" or the "Group"), the UK's leading Pizza business, issues the following trading update relating to the period from 29 June 2015 to 27 September 2015 and updates its outlook for the year.

The Group delivered a very strong set of results for the period building on the already successful first half. The breakdown of sales performance by market is shown in the table below.

		<b>13 weeks to 27 September 2015</b>	<b>13 weeks to 28 September 2014</b>	<b>% change</b>	<b>Year to date 2015</b>	<b>Year to date 2014</b>	<b>% change</b>
<b>UK</b>	System sales	£200.0m	£165.7m	+20.7%	£597.0m	£510.3m	+17.0%
	LFL sales growth	+14.9%	+12.9%		+11.8%	+11.8%	
<b>ROI</b>	System sales	€13.8m	€12.2m	+13.6%	€40.9m	€37.6m	+8.8%
	LFL sales growth	+14.1%	+5.3%		+9.0%	+4.0%	
<b>Switzerland</b>	System sales	CHF 4.1m	CHF 3.4m	+19.3%	CHF12.1m	CHF10.5m	+15.8%
	LFL sales growth	+5.3%	+7.6%		+3.6%	+4.3%	
<b>Germany</b>	System sales	€2.8m	€2.5m	+10.9%	€8.4m	€8.2m	+2.2%
	LFL sales growth	+14.2%	-9.9%		+6.5%	-4.0%	
<b>Group</b>	System sales	£214.5m	£179.6m	+19.4%	£641.2m	£554.6m	+15.6%

Trading in our core UK business was particularly robust driven by our continued investment in digital, now focussed on mobile. Revenue through digital channels was 35% ahead of Q3 last year and more than 75% of delivered sales in the year to date have been online, with more than half of these placed through the app on android or IOS devices. During the third quarter where our offline media spend has traditionally been low, we also benefitted from our ongoing sponsorship of Hollyoaks which enhanced brand saliency and drove revenues. Sales were also helped by relatively poor weather during the summer months. During the period 12 new stores were opened in the UK bringing the total year to date to 33. The Group remains on course to open a minimum of 50 stores in the UK during 2015.

We are very encouraged by the third quarter results in Ireland where we are also seeing an increasing trend towards digital ordering and the benefits of the continued economic recovery.

In Germany and Switzerland the Group has continued to focus its efforts on improving service to enhance store level performance. Whilst the results are encouraging there still remains a lot to do to improve the overall performance of these businesses.

## **Outlook**

Given the strong performance of the business in the third quarter and a solid start to the fourth quarter, the Board expects full year results to be ahead of its expectations.

Commenting on the results CEO David Wild said

“We are delighted by this performance as our UK business goes from strength to strength, reflecting the success of our strategic and marketing initiatives. It represents the eighth consecutive quarter of double digit like for like sales growth as we continue to focus on delivering great food with great service, using our best in class digital platforms.

Our international businesses also continue to show encouraging signs of improvement.

We enter the final quarter of the year with good momentum, are confident of beating our previous expectations for the full year and remain excited about our longer term growth prospects.”

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