



## Newly launched Domino's Pizza in Bangladesh breaks global record in first week

*Dhaka residents fall in love with Domino's, making Dhaka store a record holder in Domino's network*

Dhaka, Bangladesh, March 23, 2019 – Domino's Pizza (NYSE: DPZ), the largest pizza company in the world based on global retail sales, is continuing its global growth momentum with the recent opening of its first restaurant in Bangladesh. The customers in Dhaka have warmly welcomed the brand. Within its first week of operations, Domino's Pizza witnessed a record number of orders, which is the highest for the brand across its network in 85 countries.

Domino's Pizza has entered Bangladesh through a joint venture between the master franchisee Jubilant FoodWorks Limited (JFL), one of India's largest food service company, and the local operator Golden Harvest QSR Limited, a part of Golden Harvest Group. The brand is operating under the JV named Jubilant Golden Harvest Limited. With the opening of the restaurant, residents of Dhaka can now enjoy hot, freshly-baked pizza in-store or order a take away.

The first restaurant has been opened in Dhanmondi area of Dhaka, and features the new pizza theater design, refreshing and inviting interior, stylish seating as well as a front row seat to watch all the action of pizza-making. Additional locations are planned for later this year.

*"The Jubilant management team, together with their local operator Golden Harvest, bring extensive operational experience, and we're fortunate to have them bring this experience to Bangladesh," said Mr. Joe Jordan, executive vice president of Domino's International. "Domino's is building beautiful pizza theaters across the world, and we're happy to bring these stores to Dhaka." he added.*

**Mr. Pratik Pota, CEO & Whole time Director, Jubilant FoodWorks Limited said,** *"We are delighted to share that Domino's Pizza Dhaka has witnessed the highest pizza orders ever to be registered by any new store globally in its first week. This achievement is a reflection of the acceptance of our pizzas, both international bestsellers as well as the ones specially developed for the Bangladesh market, and our attractive value for money pricing. We look forward to growing our presence in Bangladesh and being able to serve many more consumers across the country."*

**Mr. Rajeeb Samdani, Managing Director, Golden Harvest said,** *"This is an amazing feat that Domino's Pizza has achieved in Bangladesh. This record reflects the love of the Bangladesh pizza lovers towards Domino's, we are humbled to have been an integral part of it. We aim to be number 1 in pizza market, following this wonderful beginning, our belief has strengthened to achieve the same over the period of time."*

Domino's now operates in more than 85 markets worldwide, with more than half of its global retail sales coming from international stores.

### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the largest pizza company in the world based on retail sales, with a significant business in both delivery and carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 15,900 stores in over 85 markets. Domino's had global retail sales of over \$13.5 billion in 2018, with nearly \$6.6 billion in the U.S. and more than \$6.9 billion internationally. In the fourth quarter of 2018, Domino's had global retail sales of over \$4.2 billion, with nearly \$2.1 billion in the U.S. and more than \$2.1 billion internationally. Its system is comprised of independent franchise owners who accounted for 98% of Domino's stores as of the fourth quarter of 2018. Emphasis on technology innovation helped Domino's achieve more than half of all global retail sales in 2018 from digital channels, primarily online ordering and mobile applications. In the U.S., Domino's generates over 65% of sales via digital channels and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2017, Domino's began an industry-first test of self-driving vehicle delivery with Ford Motor Company - and in April 2018, launched Domino's HotSpots®, featuring over 200,000 non-traditional delivery locations including parks, beaches, local landmarks and other unique gathering spots.

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### **About Jubilant FoodWorks Ltd.**

Jubilant FoodWorks Limited (JFL/Company) is part of Jubilant Bhartia group and is one of India's largest food service Company, with a network of 1,200 Domino's Pizza restaurants across 271 cities (as of December 31, 2018). The Company & its subsidiary have the exclusive rights to develop and operate Domino's Pizza brand in India, Sri Lanka, Bangladesh and Nepal. At present, it operates in India and Sri Lanka. The Company also has exclusive rights for developing and operating Dunkin' Donuts restaurants for India and has 32 Dunkin' Donuts restaurants across 10 cities in India (as of December 31, 2018).

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