



Earnings Presentation

H1 2023



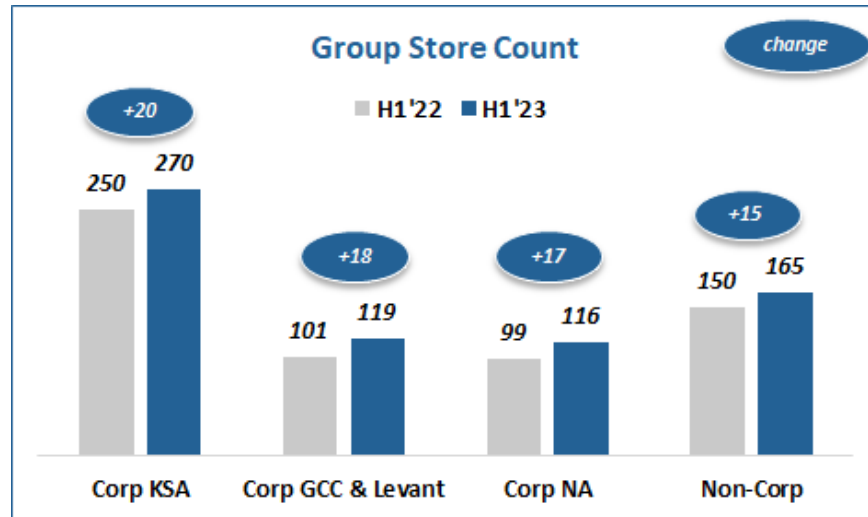
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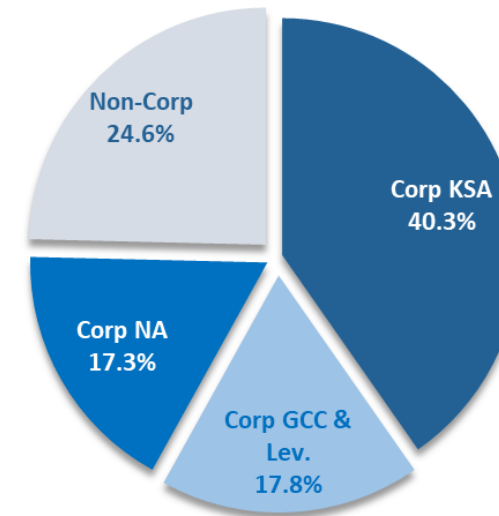
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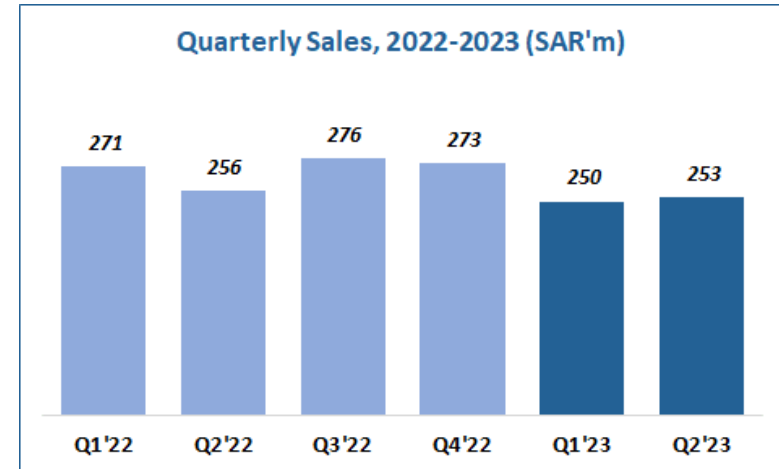
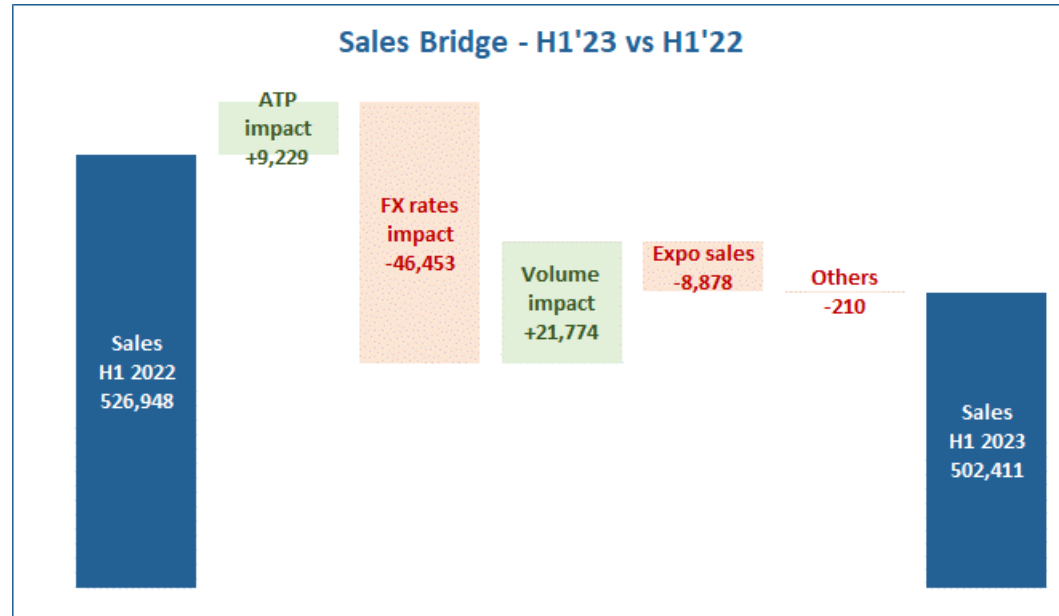


Store Counts	H1'23	Net change (vs H1'22)
Total Corp	505	55
Total Non-Corp	165	15
Group	670	70

- Group store count net change is +70 stores vs last period, with new stores opened across all regions.
- Corporate store count net change +55 stores vs last period, with highest new openings in KSA and UAE.
- Domino's store count by end of H1 2023 is 611, comprising 91% of the Group.

H1'23, Stores count by region

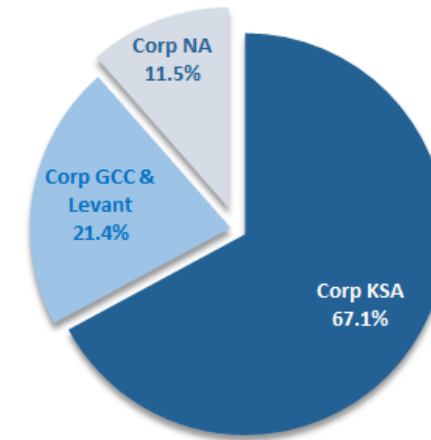




Sales Growth H1 2023 vs H1 2022:

- Reported sales using current fx rate = -4.7%
- Sales was impacted by the fx devaluation in Egypt and Lebanon by SAR 46.5 m and by the absence of EXPO Dubai sales by SASR 8.9 m.
- Sales growth applying the constant fx rate (excluding fx devaluation impact) and excluding impact from EXPO Dubai is +5.9%.
- Total order count increased by 2.8%.
- No price increases applied except for Egypt and Lebanon in line with the inflation.

H1'23, Sales by region (SAR'm)

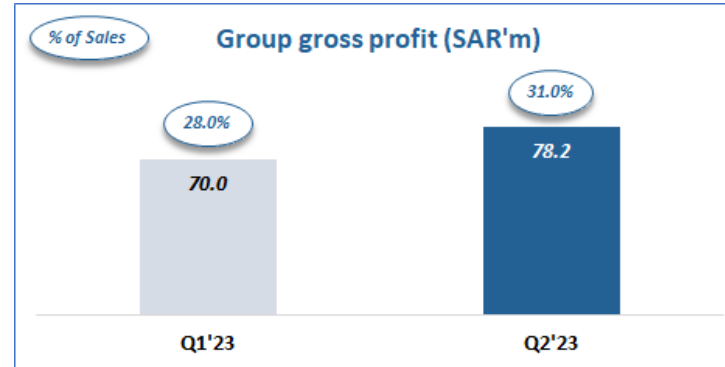
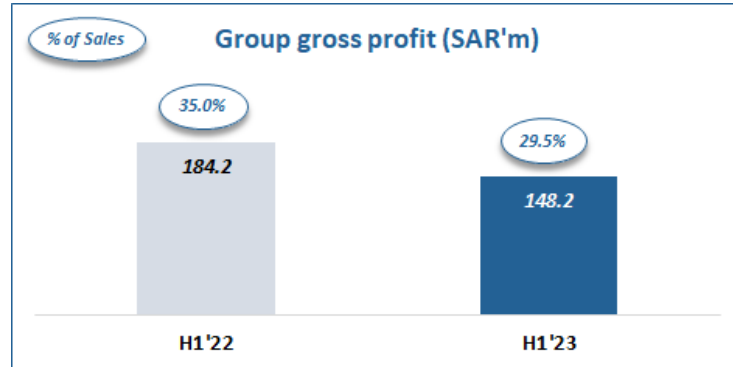


Note: Sales represents corporate stores only.

H1 2023 vs H1 2022

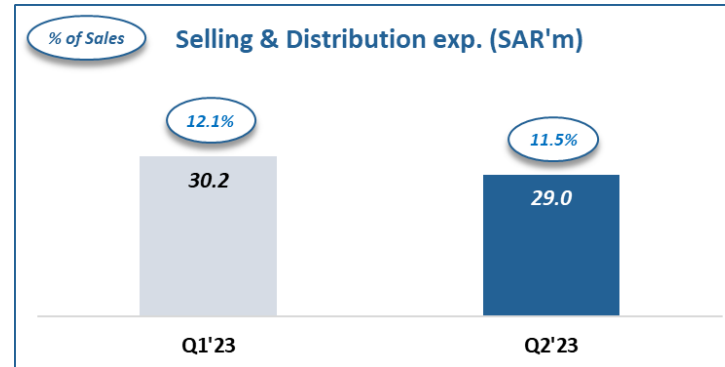
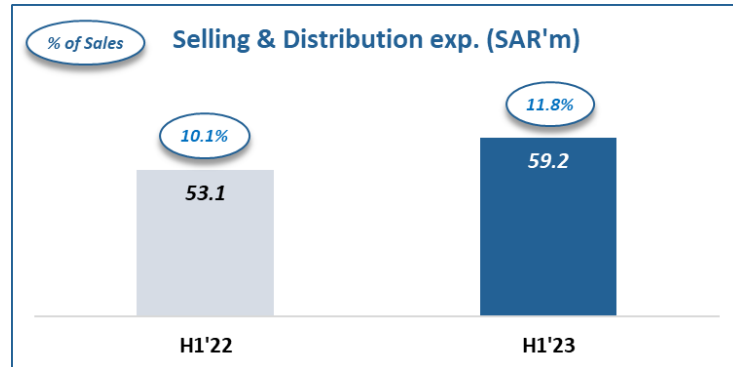
Q2 2023 vs Q1 2023

Gross Profit



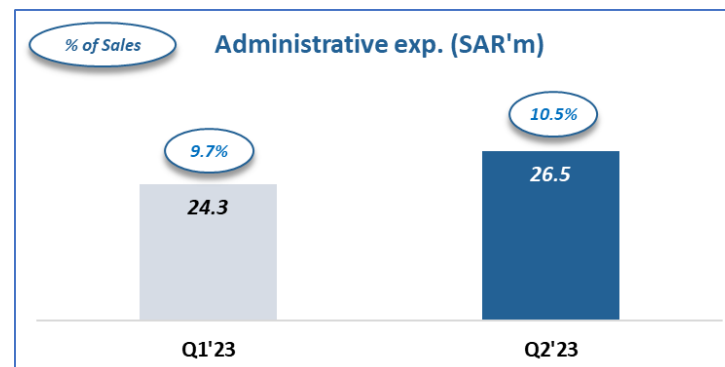
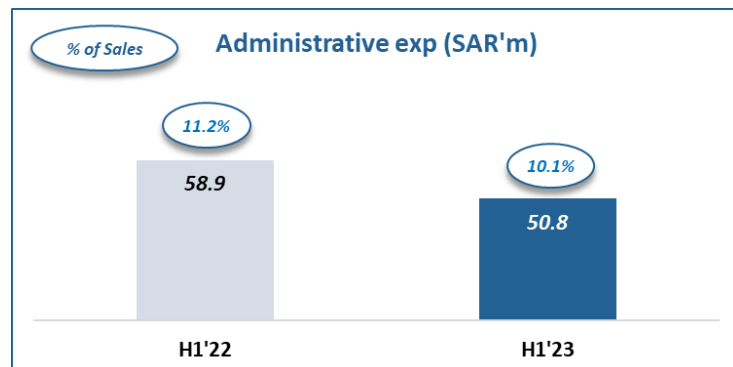
- GP margin declined in H1 vs last period by around 5 ppts due to inflation and global price increases.
- GP margin improved in Q2 vs Q1 2023, which is considered the beginning of positive trend that is expected to continue in H2 2023.

Selling & distr. expense



- S&D expenses mainly include marketing expenses and aggregator commission.
- S&D expenses slightly increased in H1 due to the increase in aggregator commission along with the growth in aggregator sales.

Admin. expense

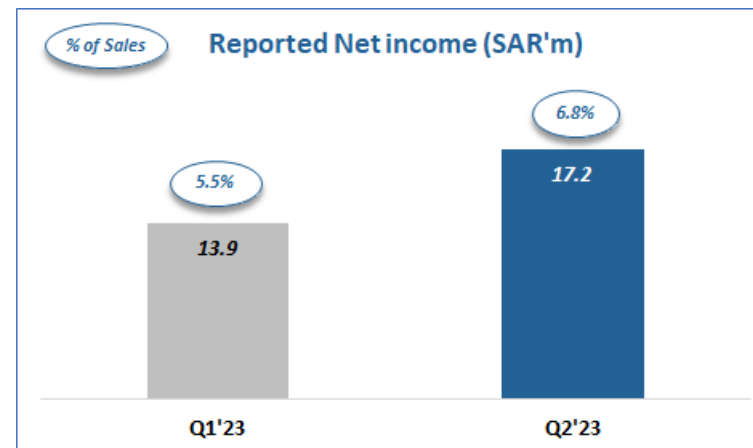
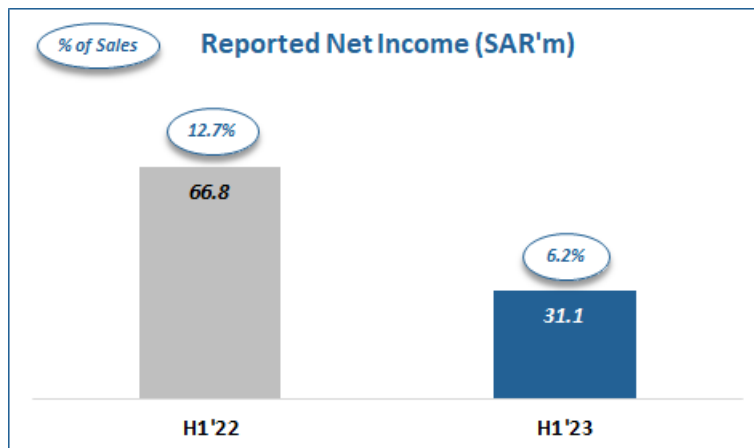


- Administrative expenses decreased in H1 driven by optimization of the organizational structure resulting in lower labor cost, in addition to cost management actions such as reduced business travel.

H1 2023 vs H1 2022

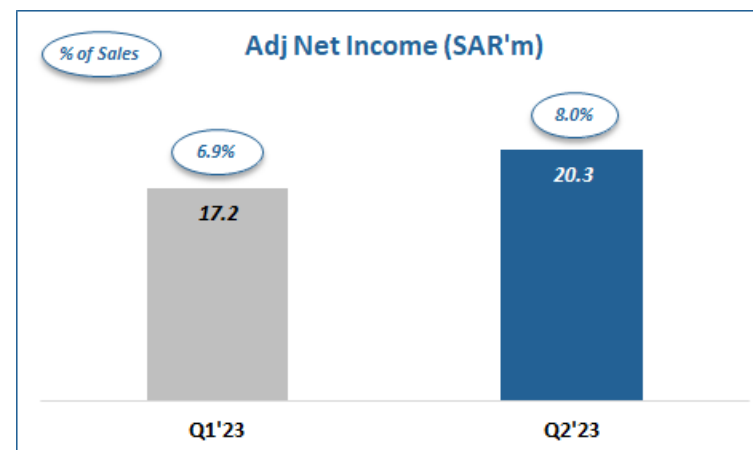
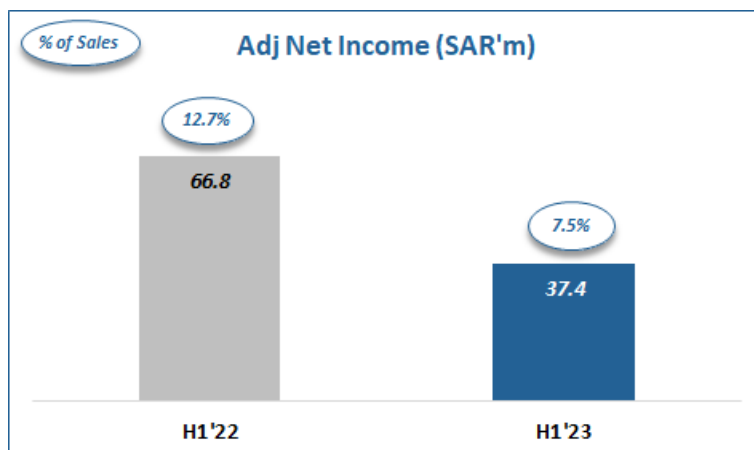
Q2 2023 vs Q1 2023

Reported Net Income



- Net profit performance in H1 is driven by sales performance including currency devaluation and EXPO Dubai, combined with the inflationary headwinds which started impacting the Company from the second half of year 2022. In addition, the cost of the employee stock ownership plan amounted to SAR 6.4 million in H1 2023 (SAR 3.3 million and SAR 3.1 million in Q1 and Q2 2023, respectively).

Adj Net Income



- Net profit increased in Q2 compared to Q1 driven by improvement in gross profit.
- The adjusted net income excludes the ESOP cost.

Group BS as of 30 Jun 2023

SAR'm

Total Assets
726.2

Other assets 45.1

Cash
125.2

Accounts Receivable &
Inventory
183.1

Right of use assets
188.6

Property and equipment
184.2

Total Liabilities
399.4

Other liabilities 11.3

Employee benefits 54.9

Accounts Payable
126.4

Lease Liabilities
206.8

Total Equity
326.8

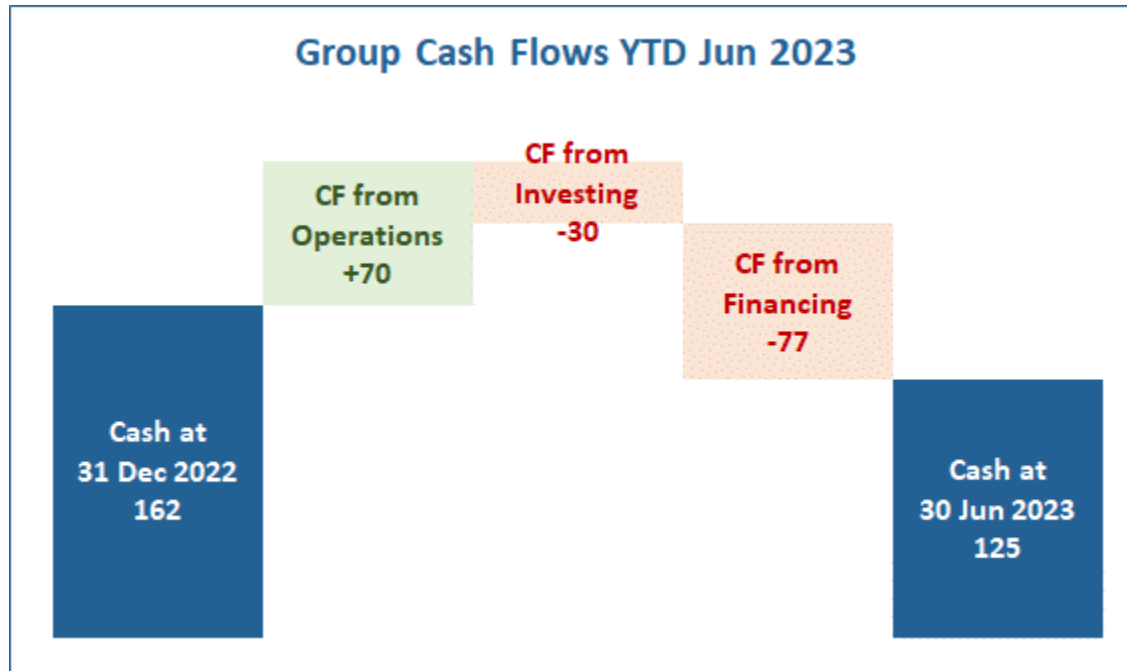
Reserves 37.5

Retained earnings 63.2

Capital
255.0

Other equity (28.9)

- Stable BS with no major or unusual changes.
- Property and equipment mainly include leasehold improvements and machines. Additions to the property and equipment balance pertain to the opening of new stores.
- Right of use and lease liabilities are the capitalized lease contracts in compliance with “IFRS 16 - Leases”.
- Inventory balance is stable, maintaining the required stock to accommodate the business needs and ensure materials availability.
- Accounts receivable increased mainly pertaining to aggregators sales, receivables from sub-franchised markets, and other receivables.
- Employee benefits liability balance includes SAR5.1m ESOP liability.
- Reserves equity balance mainly includes the statutory reserve balance (SAR26m) plus reserve balances related to the ESOP.



- Cash flows from operating activities, amounting to SAR70m, had an EBITDA conversion ratio of 105%.
- Cash flows from investing activities mainly include capex related to property and equipment which is within the normal range of 5.5% of sales.
- Cash flows from financing activities include the dividends distribution.
- H1 2023 dividends:
 - Q1: SAR 0.5 per share
 - Q2: SAR 0.6 per share
 - Dividends payout ratio: 90%

Key Enhancements on Own Online Ordering App (GOLO)



Continuous enhancements on our own online ordering application (GOLO) aimed at improving the application features and providing better customer experience



PAYMENT PAGE ENHANCEMENT

(Save card feature)
2% improvement in success rate

Pay Online by Card

☒ FAB RAM
OTHER ending in ****3335

☐ Use Other Account

☐ Pay on Delivery (Cash or Card)

☐ qitaf.قطاف

SIGN IN to your profile to access your saved locations.

* First Name:
John

* Last Name:
Smith

* Email :
john.smith@gmail.com

* Mobile: +971 55-510-4359

OTP sent to +971****4359 Entered wrong number?

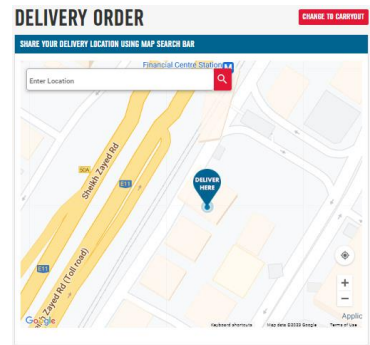
OTP

Haven't received OTP yet? 27 seconds



OTP VERIFICATION

(Improving Data sanity)
Building known customer database



ENHANCED DELIVERY LOCATION CAPTURE

(Improving Operation efficiency)
Increasing accuracy of the delivery address



ONE PAGE PIZZA BUILDER

(Ease of ordering)
13.5% Increase in toppings added

VEGGIE
Green peppers, onions, mushrooms and black olives

Size
CLASSIC: S M L
STUFFED CRUST: L
LIGHT: L
CRUNCHY: M L
THICK: L

Cheese
☒ Mozzarella Light Extra

Base Sauce
☒ Tomato Sauce Light Extra

MEAT
☒ Beef Light Extra
☐ Grilled Chicken
Philly Meat
☐ Pepperoni

Onions Light Extra
Olives Light Extra
Drizzle Sauce
☒ Hot Buffalo Light Extra
☐ Ranch
☐ Dynamite

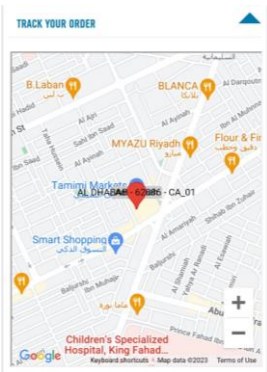
DIPPING CUPS
Choose one or more dipping cups. An additional charge may apply.
Hot 0 +
Ranch 0 +
BBQ 0 +
Marinara 0 +
Dynamite Sauce 0 +

ADD TO ORDER
ADD & CHEESE IT UP!
(Add to order with extra cheese)



LIVE DELIVERY TRACKING

(Improving customer experience)
Providing visibility of delivery



THANK YOU

