

## Disclaimer

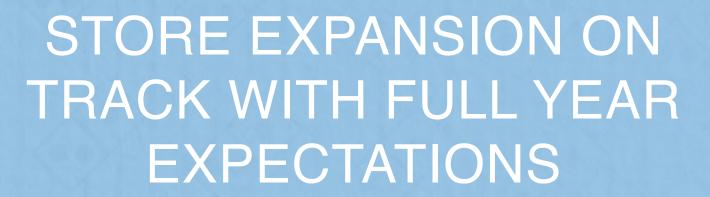
This Presentation is not an offer to buy or sell any securities. Save where otherwise indicated, the Company is the source of the content of this Presentation and, accordingly, although care has been taken to ensure that the facts stated in this Presentation are accurate and that the opinions expressed are fair and reasonable, no representation, warranty or undertaking, express or implied, is made by any of the Company, any of its directors, officers, employees, affiliates, advisors, shareholders or representatives as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or the opinions contaThis Presentation is not an offer to buy or sell any securities. Save where otherwise indicated, the Company is the source of the content of this Presentation and, accordingly, although care has been taken to ensure that the facts stated in this Presentation are accurate and that the opinions expressed are fair and reasonable, no representation, warranty or undertaking, express or implied, is made by any of the Company, any of its directors, officers, employees, affiliates, advisors, shareholders or representatives as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or the opinions contained herein. Neither the Company nor any of its directors, officers, employees, affiliates, advisors or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising from any use of this Presentation or its contents or otherwise arising in connection with the Presentation. Certain statements in this Presentation are not historical facts and are "forward looking" statements. These forward-looking statements can be identified by the use of forward-looking terminology, including the terms "believes", "estimates", "anticipates", "expects", "intends", "plans", "may", "will" or "should" or, in each case, their negative or other variations or comparable terminology. None of the Company, its directors, officers, employees, affiliates, advisors, shareholders or representatives intend or have any duty or obligation to supplement, amend, update or revise any of the forward-looking statements contained in this Presentation or to update or to keep current any other information contained in this Presentation. The information and opinions contained in this Presentation are provided as at the date of this Presentation and are subject to change without notice. As a result, you are cautioned not to place undue reliance on such forward looking statements. ined herein. Neither the Company nor any of its directors, officers, employees, affiliates, advisors or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising from any use of this Presentation or its contents or otherwise arising in connection with the Presentation. Certain statements in this Presentation are not historical facts and are "forward looking" statements. These forward-looking statements can be identified by the use of forward-looking terminology, including the terms "believes", "estimates", "anticipates", "expects", "intends", "plans", "may", "will" or "should" or, in each case, their negative or other variations or comparable terminology. None of the Company, its directors, officers, employees, affiliates, advisors, shareholders or representatives intend or have any duty or obligation to supplement, amend, update or revise any of the forward-looking statements contained in this Presentation or to update or to keep current any other information contained in this Presentation. The information and opinions contained in this Presentation are provided as at the date of this Presentation and are subject to change without notice. As a result, you are cautioned not to place undue reliance on such forward looking statements.

# Today's Agenda

- Group Highlights
- Domino's and COFFY Overview
- Financial Overview & Management Guidance
- Conclusion
- Q&A











SOLID TOP LINE & EBITDA GROWTH

HEALTHY LEVERAGE RATIOS





COFFY NETWORK
GROWING WITH STRONG
BUSINESS RESULTS



## Russia Update

In line with our Group's announcement on 21 August 2023, the Company has initiated the steps to file for DP Russia's bankruptcy.

In this connection, the Russian segment was classified as discontinued operations within the Company's audited financial statements for the year ended 31 December 2022. This approach was maintained in our current reporting for the period ended 30 June 2023 as well.

Now as this bankruptcy process is underway, we will continue to communicate in same transparent and consistent manner as this matter progress.

## 1H 2023 Group Key Indicators

### Momentum across the business

The state of the s

LIKE-FOR-LIKE
GROWTH
vs. high
teens FY23
guidance

vs. 80-90%
FY23
guidance

SYSTEM SALES

TRY 2,593m

(1H22: 1,954m)

32.7%

(pre-IAS29: 96%)

REVENUE

TRY 1,581m (1H22: 1,268m)

24.7% (pre-IAS29: 88%) 16.8% margin (1H22: 15.6%)

Adj. EBITDA

TRY265m (1H22: 197m)

34.4% (pre-IAS29: 104%) Adj. NET INCOME (from continuing operations)

TRY229m

(1H22: 153m)

50.2% (pre-IAS29: 150%) **NET DEBT** 

TRY618m

(1H22: 1,015m)

Net debt / adj. EBITDA

1.3x

(1H22: 2.8x)

<sup>\*</sup>All Group figures exclude Russian business which is now a discontinued operation.

<sup>\*\*</sup>All Group figures are restated according to hyper inflation accounting. Please see next slide for Pre IAS 29 figures.

<sup>\*\*\*</sup>All Group & Turkey figures include COFFY, except for like-for-like and online delivery figures.

# Impact of hyper-inflation accounting on KPIs

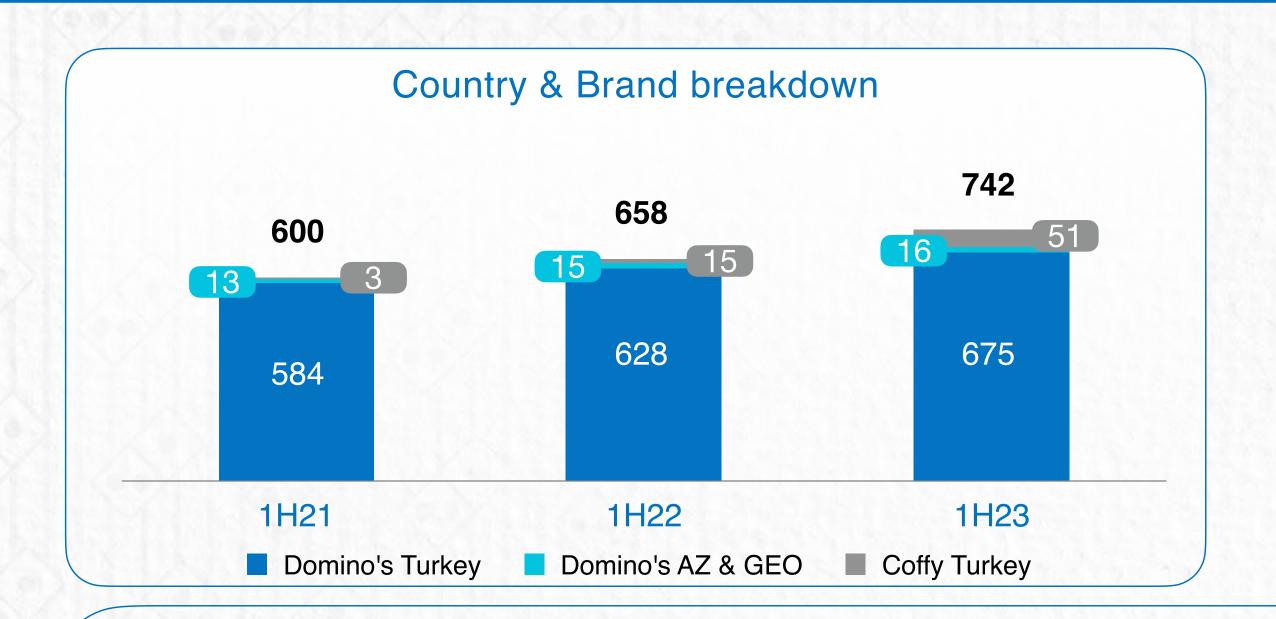
	Pre-IAS 29		Pos	t-IAS 29
	TRY mn	Growth	TRY mn	Growth
NSS	2,462	95.6%	2,593	32.7%
Revenue	1,494	87.9%	1,581	24.7%
Adj. EBITDA	288	104%	265	34.4%
Adj. Net Income	183	150%	229	50.2%
(from discontinuing operations)		84.1% LfL		25.9% LfL

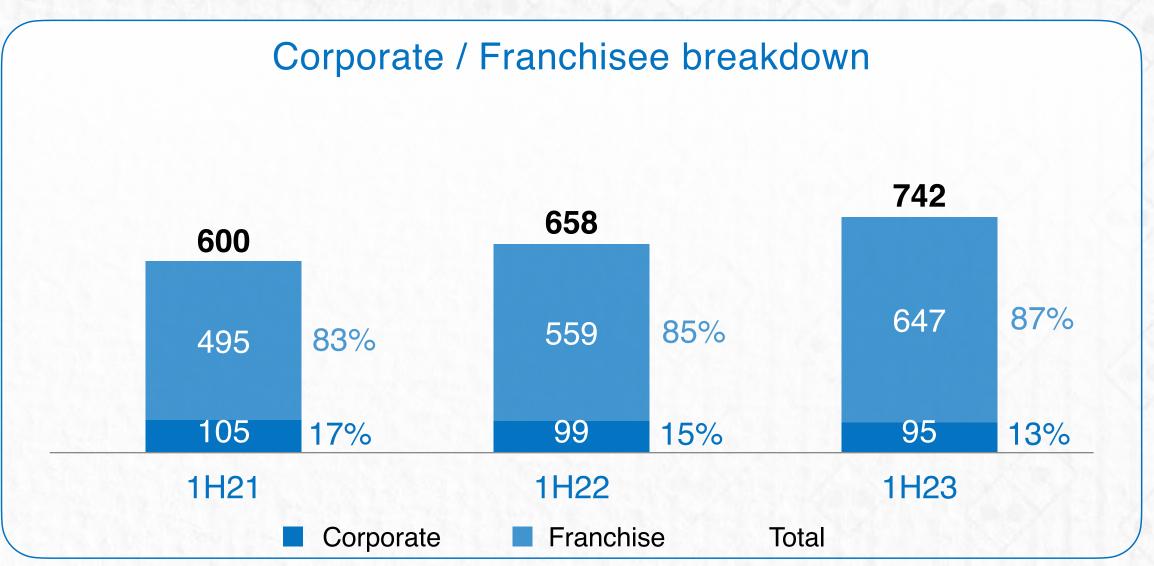
<sup>\*</sup>All Group figures include COFFY, but exclude Russian business which is now a discontinued operation. 
\*\*Like for like figures exclude COFFY.

# Group Sales Breakdown

(Post-IAS29, TRYmn)	1H23	1H22	Growth
Group NSS			
DPT	2,424	1,865	30.0%
AZ	42.7	44.8	-4.6%
GEO	30.6	22.4	36.2%
COFFY	95.3	21.7	339%
Group NSS growth %			
DPT	30.0%	-3.4%	
AZ	-4.6%	20.8%	
GEO	36.2%	79.1%	
COFFY	339%	525%	
Group LfL growth %			
DPT	26.5%	-8.4%	
AZ	5.2%	3.7%	
GEO	4.3%	32.2%	

## Group Store Overview





- Turkish net new store openings of 47 for Domino's Pizza year-on-year, reflecting the strong demand profile. In first half 2023 only, 20 net new store was opened in Turkey, which is well on track with full year guidance of 35-40.
- The COFFY network increased by 22 stores in the current financial year (or by 36 year-on-year) to 51. We are on track with our guidance of 50-60 net COFFY openings in full year 2023.
- Additionally, the Group opened one new stores in Georgia year-on-year, bringing the total number of stores to six in the country.

<sup>\*</sup>All Group figures exclude Russian business which is now a discontinued operation.

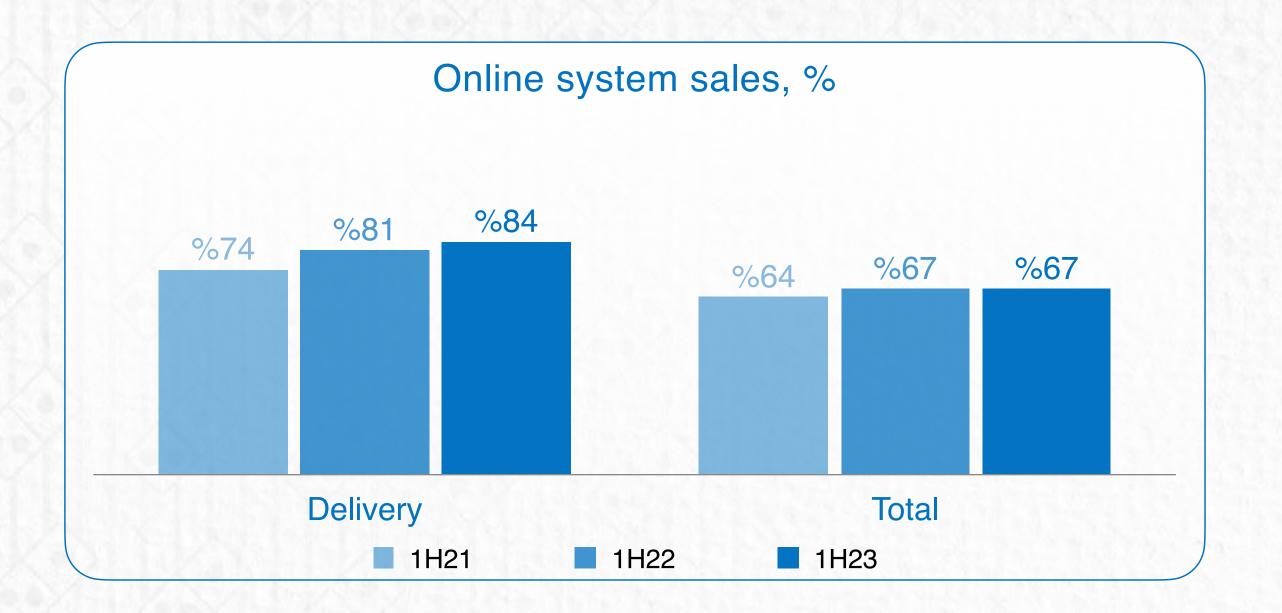
<sup>10</sup> 

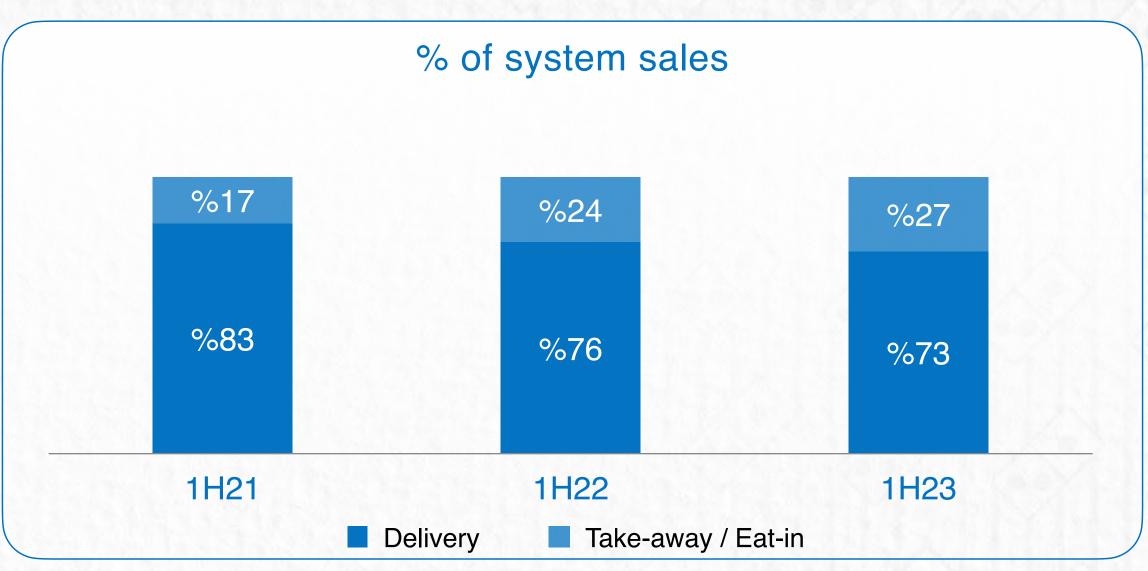


## Turkey: Store growth on track with full year guidance



## Online sales drive delivery while take-away share improves

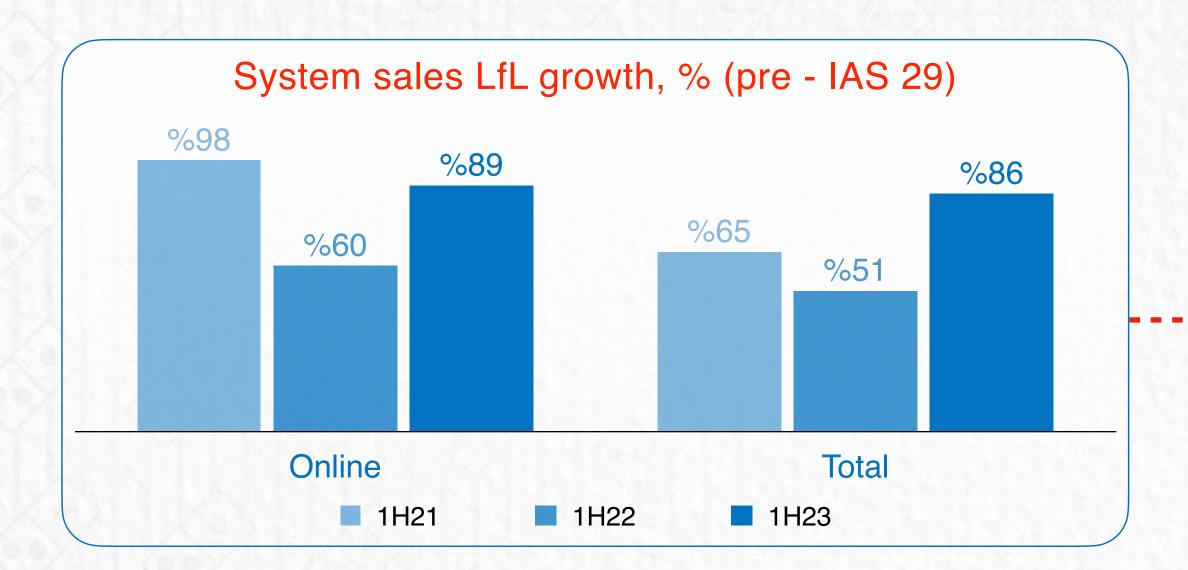


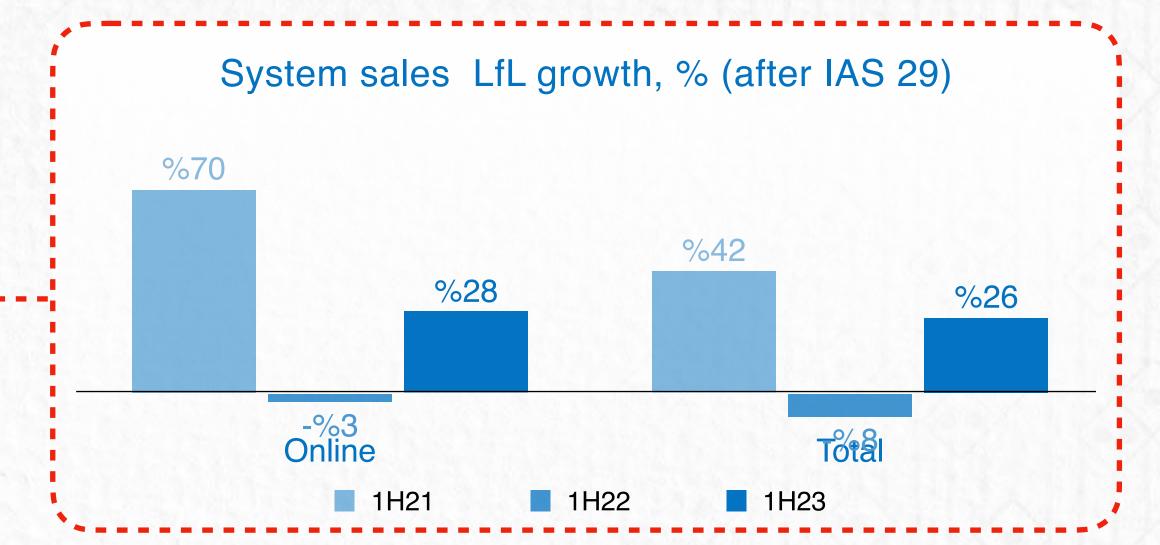


The share of online sales in the Turkish delivery system reached 83.9%. This corresponded to almost three percentage point increase over the last twelve months.

Take-away share improved vs last year, continuing the rising trend since the end of pandemic. Besides recovering from a low base, this was also result of an action plan comprising strategic pricing and service innovation.

## Strong LfL growth achieved in first half

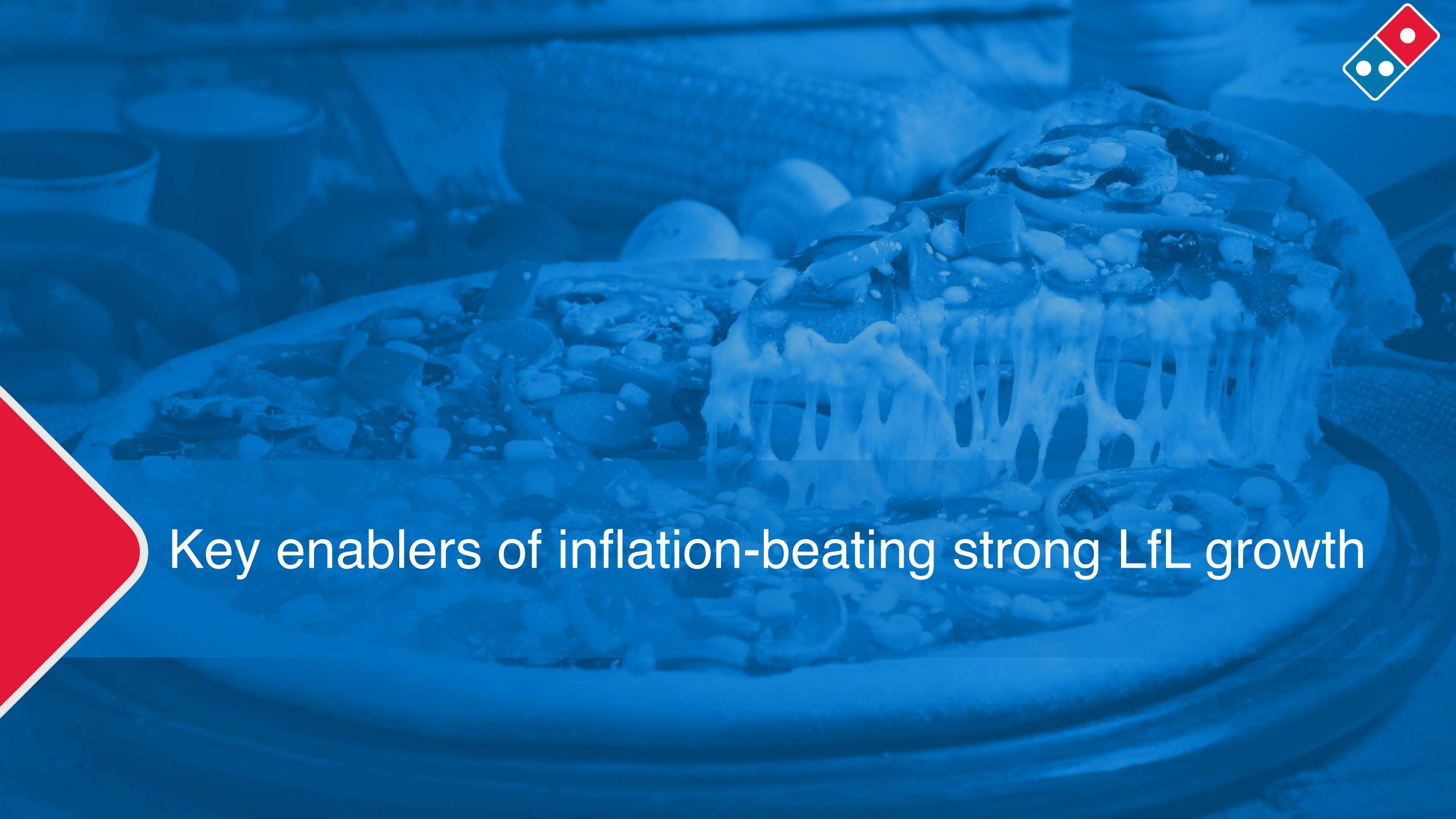




Delivered excellent LfL growth in Turkey of 26.5% amid a sustained inflationary environment, reflecting our ongoing focus on network expansion, strategic pricing, product and service innovation.

Robust growth performance has continued well into third quarter of the year, bringing year to date performance above first half. We have upgraded our full year guidance to high-teens growth on a like-for-like basis.

<sup>\*</sup>Like for like figures exclude COFFY.



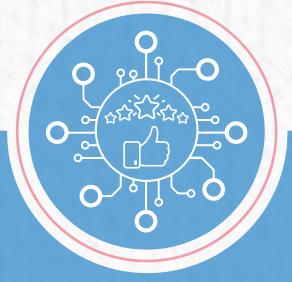


Solid brand strategy with dynamic pricing and product innovation

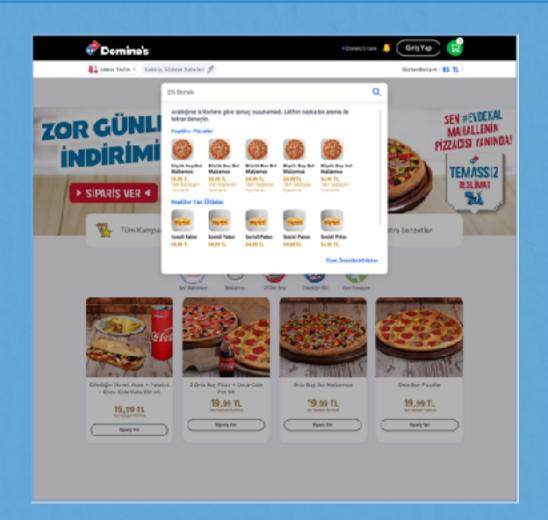




- Cost-based & dynamic pricing
- Successful expansion of entry price product range
- New product innovation at competitive pricing



Continuous digital and service innovation for better customer experience



- Segmentify AI product suggestions
- Improving filter & search bar
- App Only Offers (Delivery/Take Away)



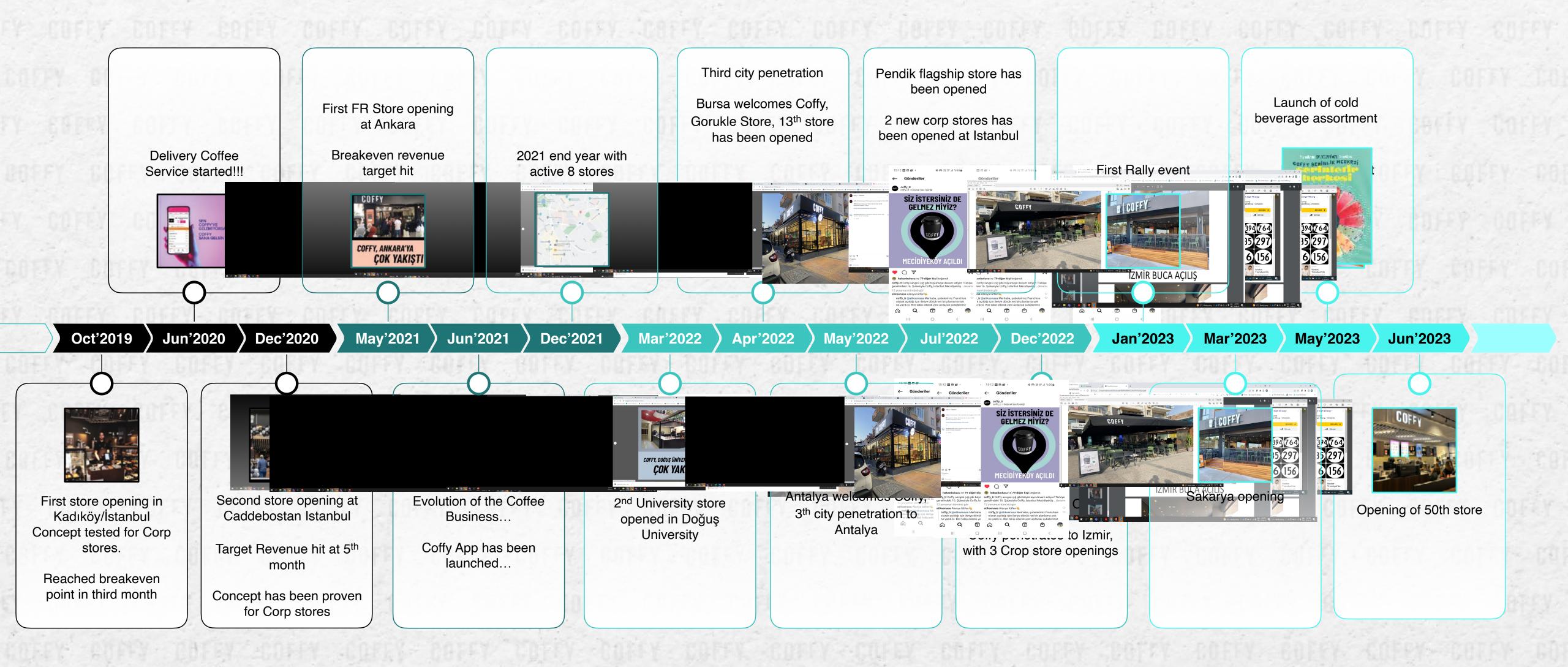
Healthy network expansion with agile franchise management



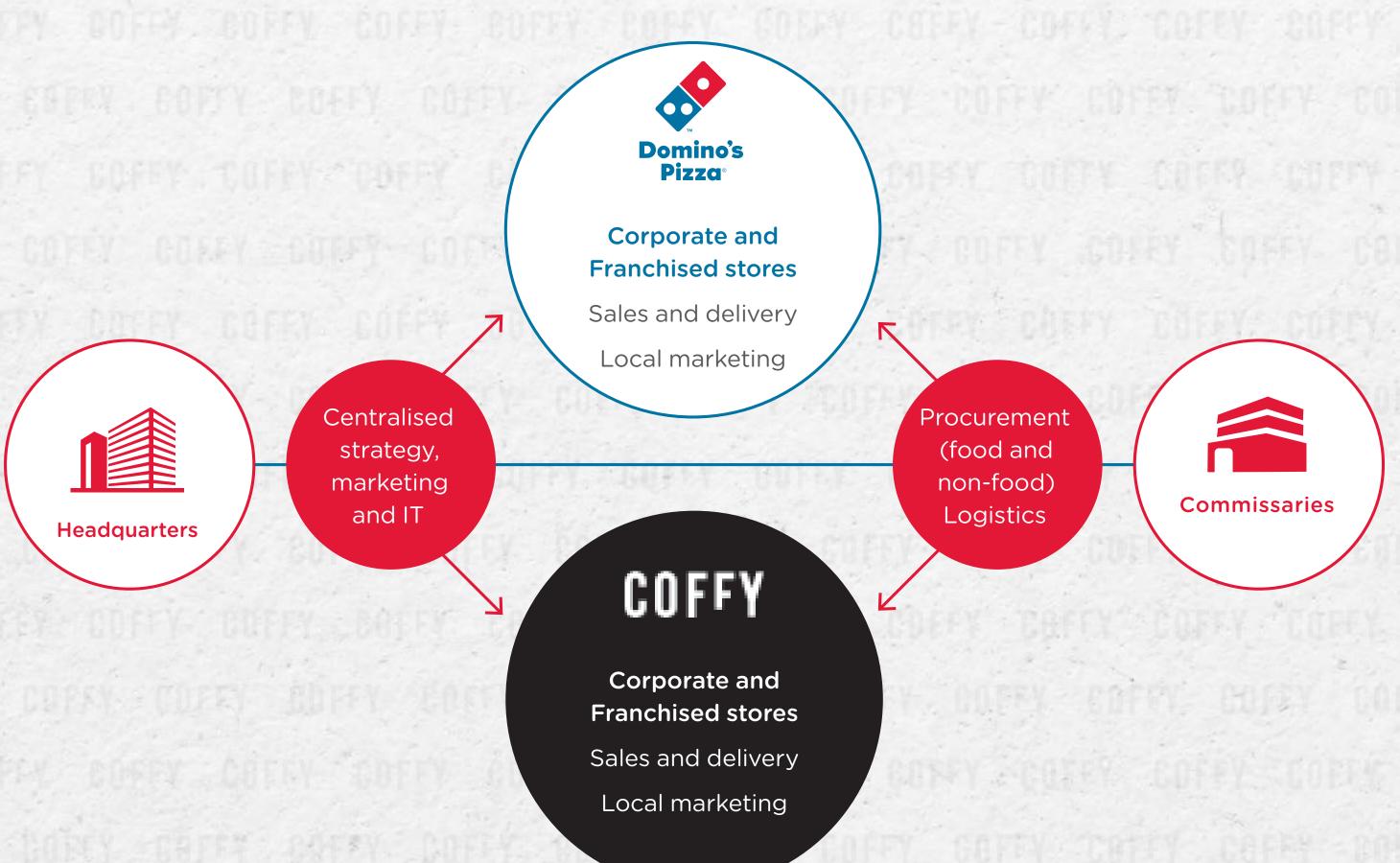
- Strategic growth strategy led by experienced team
- Focus on unit economics of franchisee
- Robust purchasing power supports competitiveness



## Cementing its position in a growing market



## Unique synergy thanks to our scalable business



- ◆ COFFY is our "home grown" brand that is created by the efforts of a small & dedicated team with the aim of introducing a new model to the coffee culture in Turkey.
- COFFY benefits from the Group's large scale network, HQ support and centralized supply chain through the shared services.
  - This business model has been also a key enabler for the fast and smart store growth of COFFY thanks to the advanced franchisee management know-how.
- As a brand that is dedicated to improve customer experience via digital advancements, COFFY will continue to benefit from sharing the renowned online ordering platform of Domino's.

## How we kept our value promise in 2023?

- 1 Simplicity
- We keep our single price strategy in 2023.
- In addition to fresh coffee, we offer daily prepared sweet and savoury snacks, as well as our new delicious sandwiches, again at an affordable price.
- We also launched cold beverage assortments in 2023 summer.

- 2 Value for Money
- We continue to position ourselves at 30-40% more attractive vs. the competition.
- We adjusted the prices by 105% year-on-year during the first half of 2023.

- 3 Convenience
- Share of app in total sales exceeded 10% together with solid increase in app download rates in first half the year.
- Weekly active app users are also higher year-on-year.
- Continue to promote loyalty programs to increase frequency and build lifetime value.

For more, watch our new COFFY video



Good quality coffee and food assortments

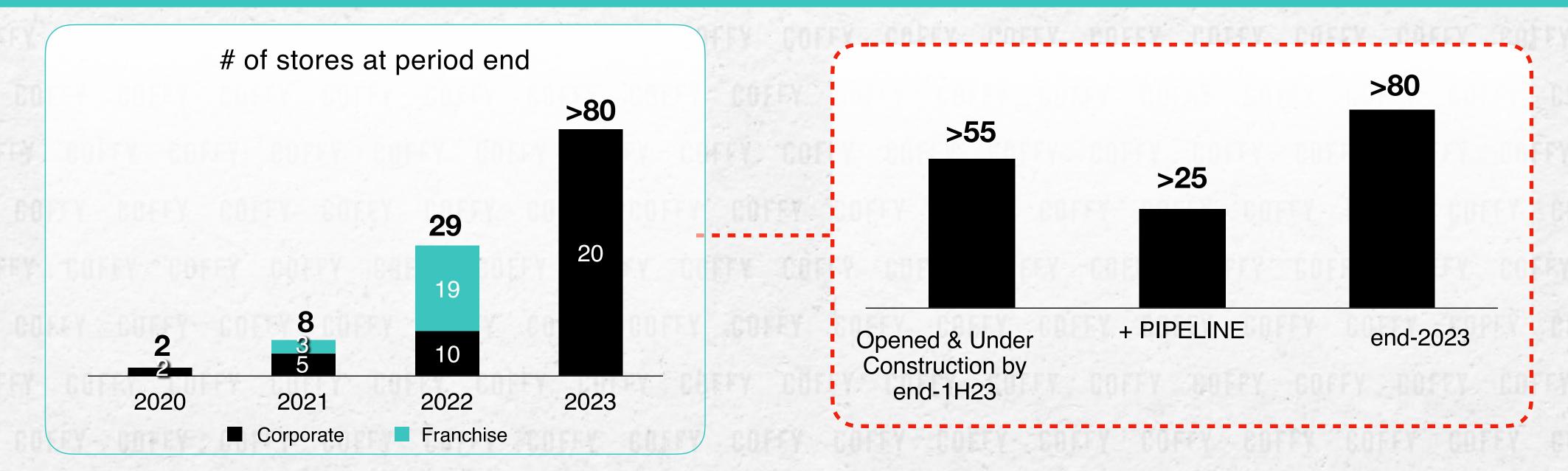
Continuous product innovation

Different store concepts for diverse customer profiles Shared services with DPEU

Advanced franchisee management know-how

Advantage of single online ordering platform

## Solid store growth continues in 2023

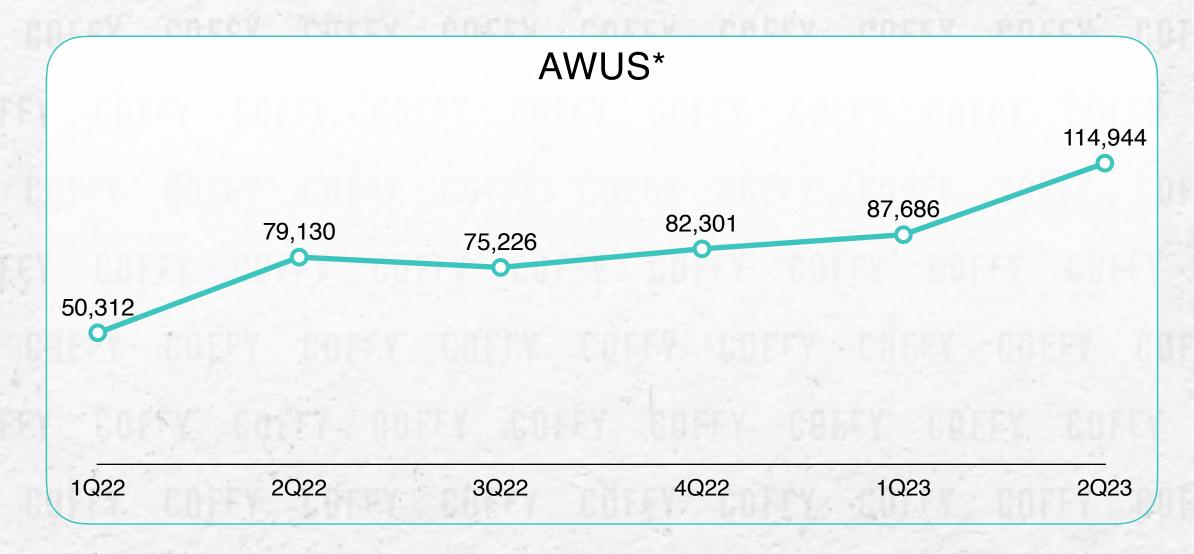


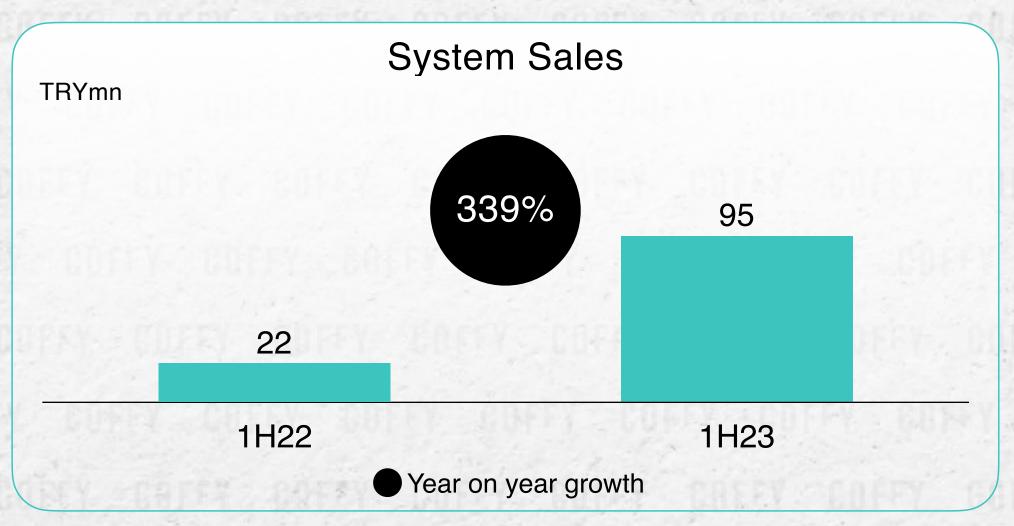
- As of end of first half of 2023, we have 51 COFFY branches in eight cities of Turkey as we delivered a healthy growth by applying the castle strategy that has supported Domino's growth.
- We now have three different concepts: large stores (cafe format), corners (takeaway format) and kiosks. For better experience, we also continue to improve the designs of our stores in 2023. Average sqm per store has increased by around 40% in 2023 vs 2022.





## Strong business momentum secures accelerated growth





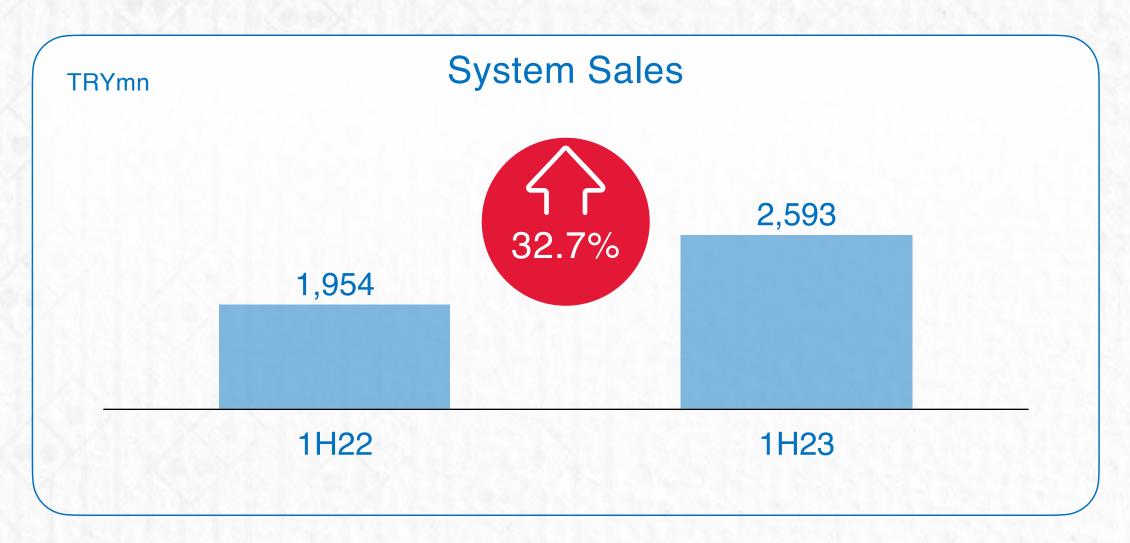
DEFY COPEY COFFY GOFFY GO	Coffy KPIs
Average investment per store	USD 100-120k
Average AWUS**	TRY 138,000
Average AWO**	3,045
Average ROI***	2.5 years
Average store margin***	12-13%

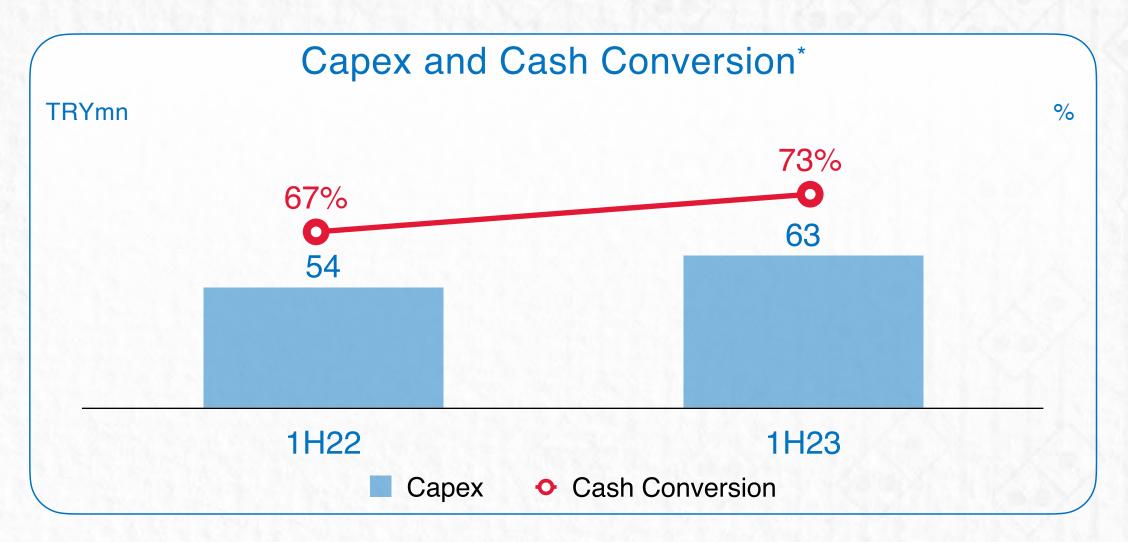
<sup>\*</sup>Stores that are open for at least one year

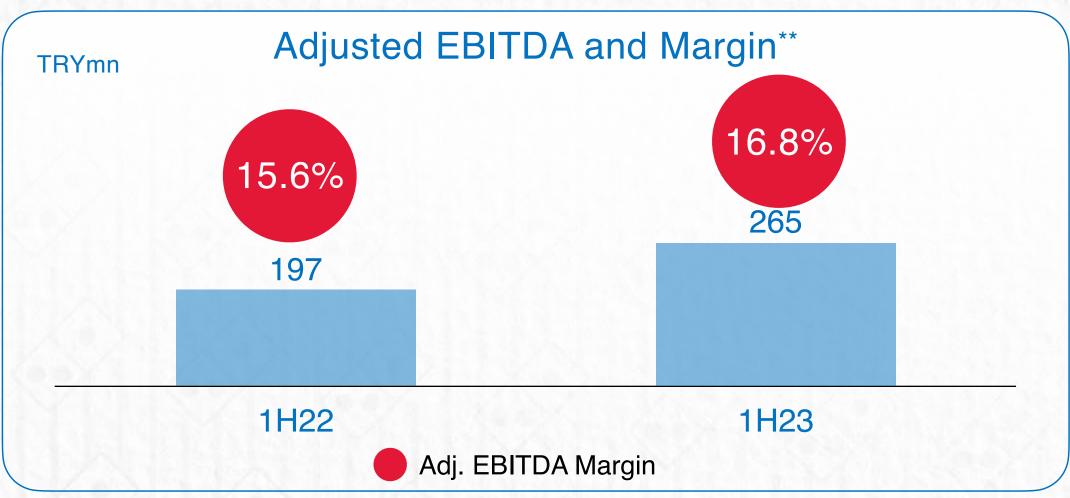
<sup>\*\*</sup>All stores excluding Maslak and university stores, last 3-month average \*\*\*Estimated for franchised stores

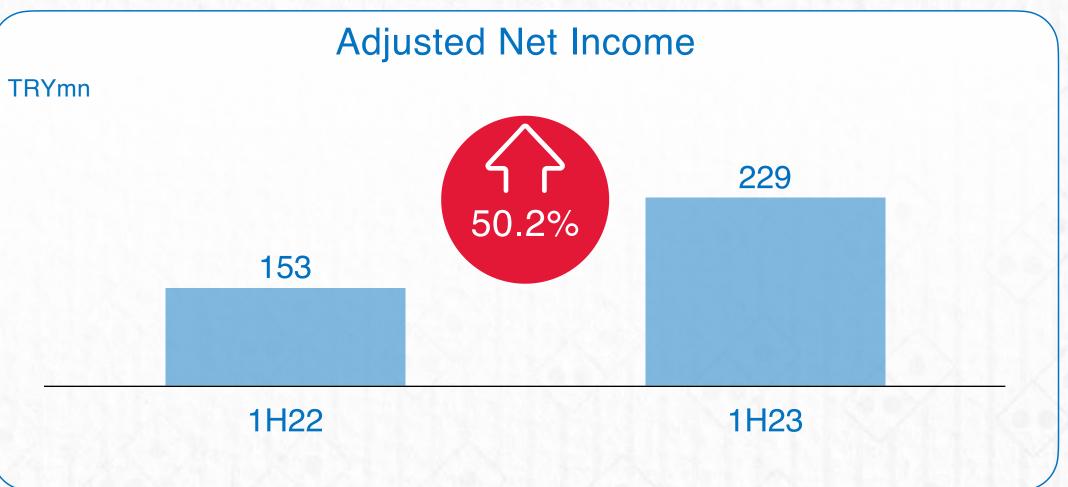


## Better profitability & cash conversion



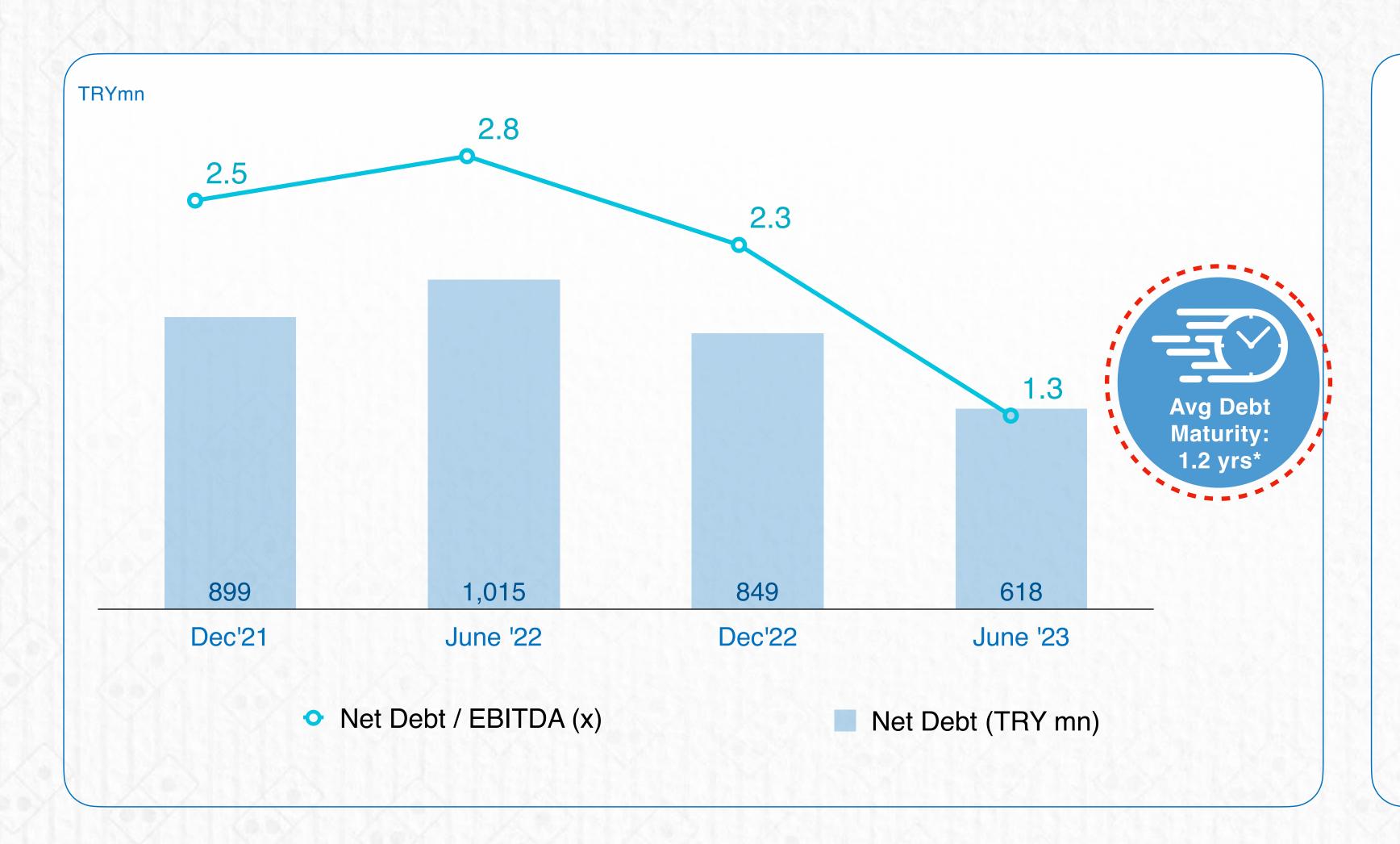






<sup>\*</sup>Cash conversion defined as (Adj EBITDA - lease payment - capital expenditure)/ Adj EBITDA) \*\*As % of Revenues

## Deleveraging on track and leverage ratios improve

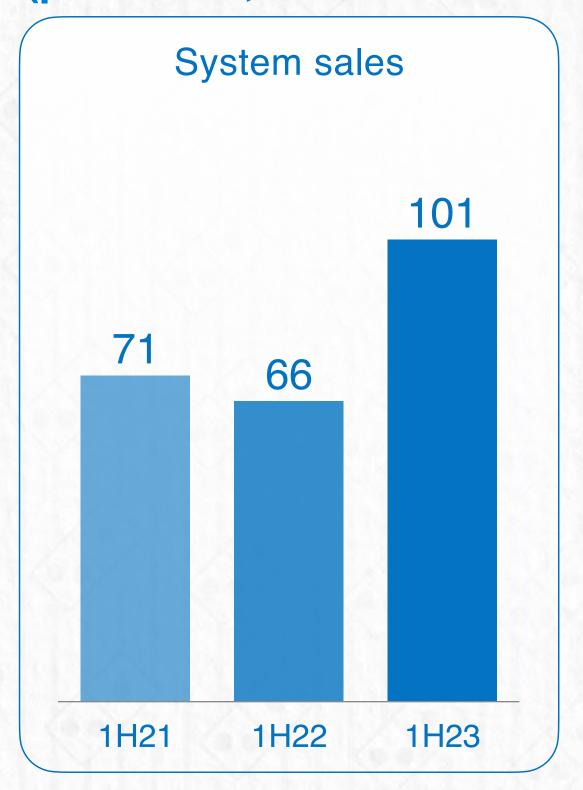


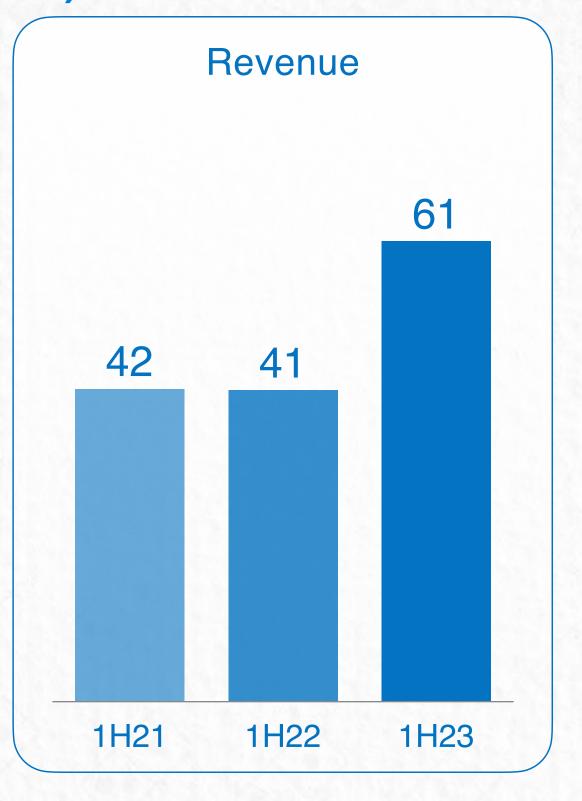
- Net debt of the Group declined to 618 mn TRY from 849 mn TRY of end-2022.
- Net debt / EBITDA improved sharply to 1.3x from 2.3x of end-2022.
- ★ Total borrowings of the Group stood at 1,131 mn TRY as of end-1H 2023.
- Leverage is expected to further improve by year-end given the enhanced profitability.

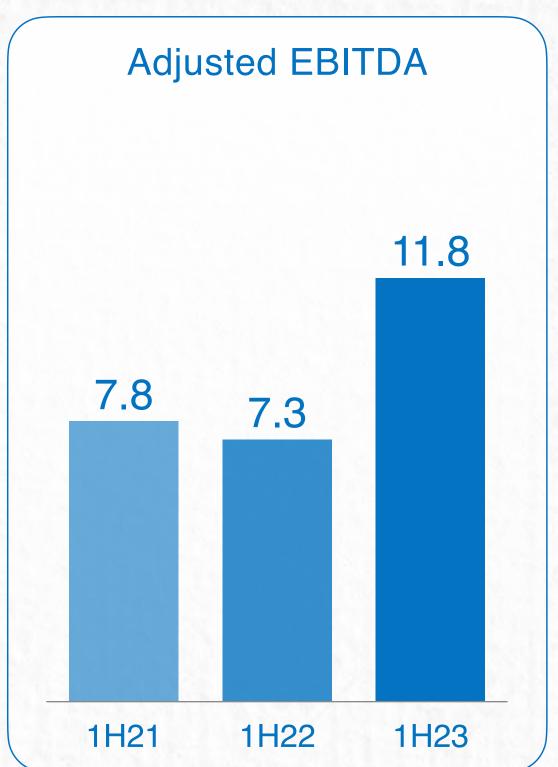
<sup>\*</sup> Net debt figures include the external debt of DP Russia which was guaranteed by the Group and its Turkish subsidiary

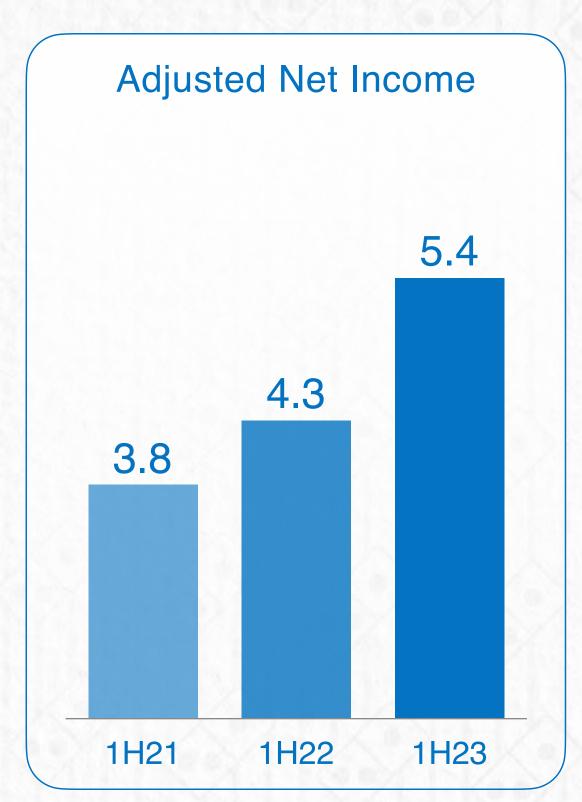
# Strong performance - not lost in translation

### (pre-IAS29, in millions of GBP)









## Russia Update - Details on reported numbers

(TRYmn)	Audited	Limited review
	31.12.2022	30.06.2023
Assets Held for Sale	435	79
Liabilities Held for Sale*	665	357
Liabilities - Asset**	229	278
Currency Translation Loss***	(607)	(706)
(TRYmn)		
P&L Loss - written off as of 31.12.2022 P&L Loss - written off as of 30.06.2023		(211) (178)
Potential loss - not written off yet***		(587)

<sup>\*</sup>Please refer to Note 22 on page 31 of the reported financial statements for the details of liabilities

<sup>\*\*</sup>Exact amount of difference between assets and liabilities will only be determined by the end of the legal process

<sup>\*\*\*</sup>Including 27 million TRY share premium

<sup>\*\*\*</sup>External debt of DP Russia (159 mn TRY) is also added to this line. Note that it was paid in the third quarter as it was guaranteed by the Group and its Turkish subsidiary.

<sup>\*\*\*</sup>Based on FX rates and potential liabilities related to bankruptcy process, the loss amount could be changed.



## 2023 Guidance

- Strong trading momentum has been well sustained into the second half of the financial year. The Board is confident that LfL inflation adjusted growth will be in the high teens for the full year 2023, better than low teens figure previously guided.
- ❖ We will maintain organic and LfL sales momentum in 2023. This momentum will be driven by sustained network expansion, volume growth and targeted price adjustments. New customer acquisition and increased order frequency levels are expected to contribute to growing volumes.
- ❖ Capital expenditure expectations have increased to TRY 200 mn (from TRY 160 mn), owing to higher corporate store investments for new COFFY openings predominantly driven by currency depreciation impact.

#### 2023 Strategic Priorities

- Focus on sustainable profitability
- Improve leverage ratios / reduce indebtedness
- Continue to invest in digital and people

LfL growth rate



High-teens digit (pre IAS 29: 80-90%)

Domino's Pizza net store openings



35 - 40

COFFY net store openings



50 - 60

Capital expenditure

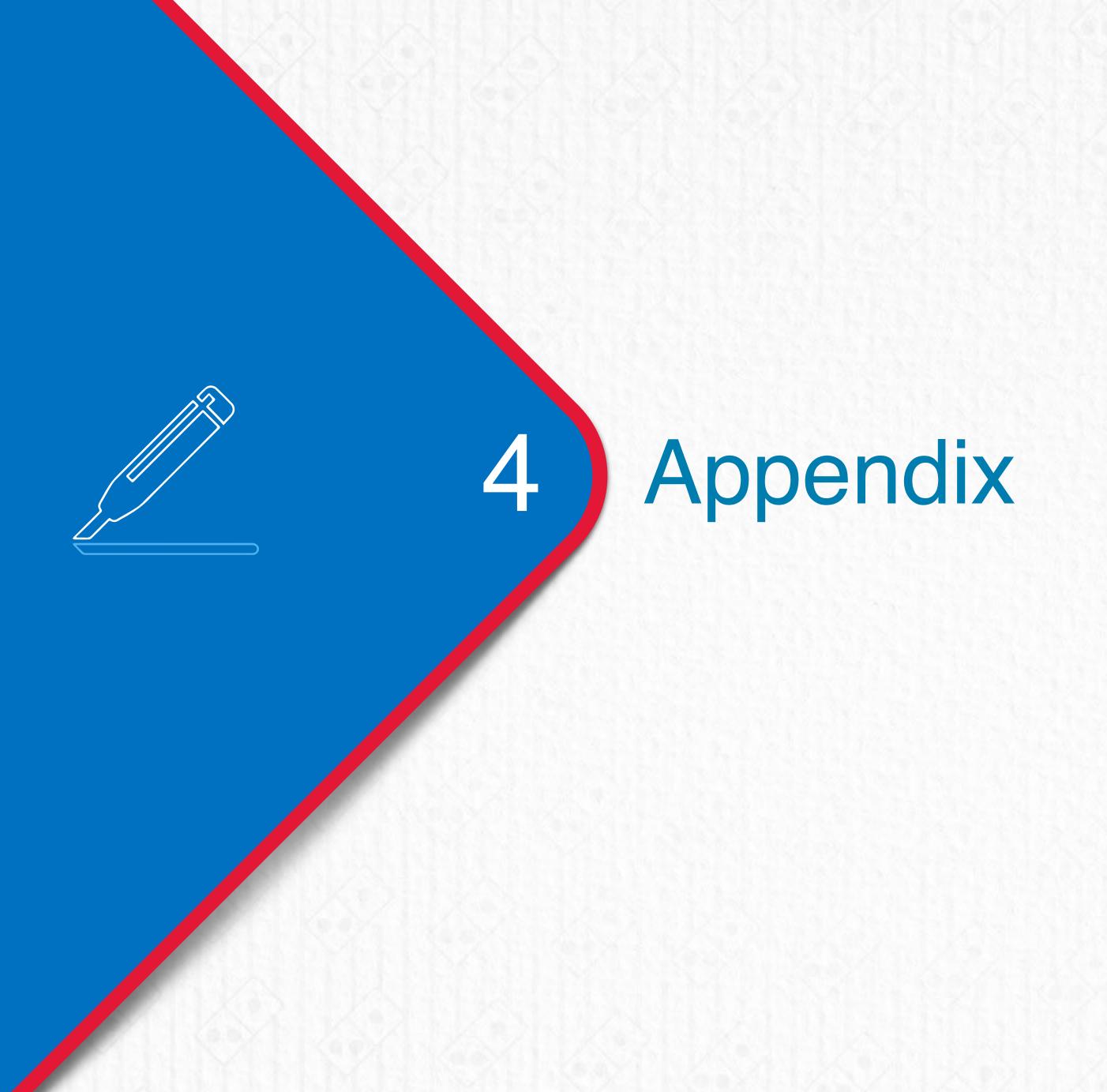


TRY 200 mn



### Conclusion

- Our strategic actions have not only effectively alleviated the impact of inflation in 2023 but also brought along a solid inflation-adjusted LfL growth.
- We continue to deliver inflation-adjusted growth in profitability in 2023 despite the ongoing cost pressure across the board. EBITDA margin pleasingly improved vs a year ago.
- We opened 42 net stores year to date, including COFFY. Our commitment to keeping the store profitability at healthy levels will drive further store expansion.
- High growth potential from COFFY business which has delivered solid unit economics. As openings continue at full speed in 2023, we expect to reach a solid scale of business at the end of this year.
- ❖ We are comfortable that our agile business model is best positioned to deliver further returns for shareholders in 2023 and beyond.



## Group Business model: Scalable & Sustainable



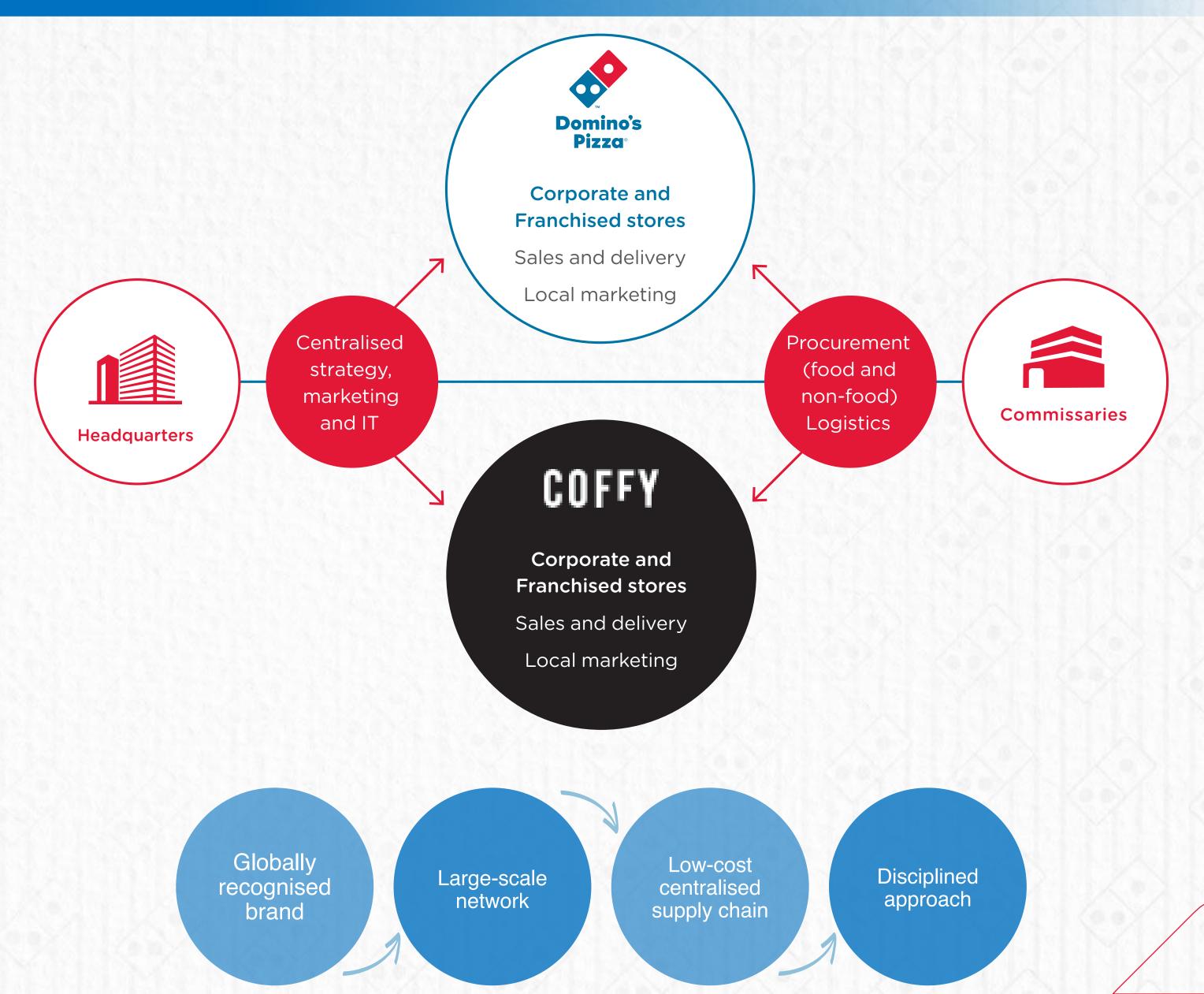
The Group operates through its corporate stores and franchised stores (together, its "system stores"). As of 30 June 2022, 13% of the Group's system stores were corporate stores, principally located in densely populated cities, and 87% were franchised stores.



The Group intends to continue to rapidly expand its store network in the future.



The Group offers consumers high quality, freshly made pizzas, which it tailors to local tastes, at attractive prices, delivered within 20 minutes of ordering.



## Group four-pillar strategy



Focus on innovation and online ordering to like-for-like growth

- As the online channel becomes more prominent in the Group's sales mix and continues to drive like-for-like growth, the Group's ordering channel strategy is focused on development of proprietary online ordering platforms for delivery and takeaway.
- ▶ The Group's online delivery system sales as a percentage of delivery system sales has reached 84%.



Store network **growth** 

- ► The Group plans to capitalise on its strong market positions in its existing markets. It intends to open new corporate and franchised stores, including "splits" of existing stores where demand supports further profitable growth.
- ► The Group evaluates its store locations from the perspective of potential sales, level of competition, number of households and GDP per capita.
- ▶ By pursuing its "castle" strategy, the Group is able to rapidly roll out clusters of complementary corporate and franchised stores, establishing greater area coverage, fulfilling its 20-minute delivery.



Leveraging scale advantage to further improve profitability

- ► The Group believes that the operating leverage in its business in Turkey can create further value as the store and online footprint continues to increase.
- ► The nationwide scale of the Group's operations reinforces brand awareness, making Domino's Pizza a household name in Turkish fast food, thereby further driving sales and the system stores' contribution to the Group's national advertising initiatives.



Potential for further international and brand expansion

- ▶ While the Group's current focus is on the development of the business in its current markets, the Group may consider acquiring other master franchise licences and expanding to territories currently under-penetrated by the Domino's System as well as expanding with new brands in its existing markets.
- Such international or brand expansion is a discretionary strategy that the Group will consider and pursue on an opportunistic basis should valuations prove attractive.

## Group Vision, mission & values

### Vision



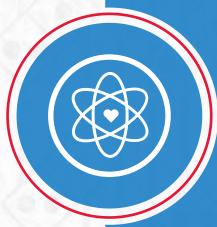
The Group's vision is to be an international leader in the areas in which it operates by utilising the best market practices and continually innovating to provide excellent services to both customers and the community.

### Mission



The Group's mission is to create value for shareholders and respect the community in a socially responsible way.

### Values



Underpinning the Group's ethical principles and business conduct are its core values of ambition, integrity, cohesion and team spirit.



## Group Financial summary

#### Key KPIs

	Jun'23	Jun'22	Change
Corporate Store Count	95	99	(4)
Franchise Store Count	647	559	88
System sales (TRY MM)	2.593	1.954	32,7%

System sales

Sales generated by (both corporate and

Sales generated by the Group's system stores (both corporate and franchise)

#### DP Eurasia income statement

(TRYmn)	Jun'23	Jun'22	Change
Revenue	1.581	1.268	24,7%
Cost of Sales	(900)	(822)	9,4%
Gross Profit	681,4	445,6	52,9%
General Administrative Expenses	(271)	(176)	53,8%
Marketing and Selling Expenses	(245)	(172)	42,6%
Other Operating Income / (Expense)	(13)	10	-229,3%
Operating Profit	151,3	107,4	40,9%
Financial Income	95	93	2,7%
Financial Expense	(144)	(88)	63,0%
Moneteray gain/loss	140	103	35,9%
Profit / (Loss) Before Tax	242	215	12,9%
Tax Expense	(40)	(68)	-41,5%
Net Income	202,6	146,7	38,1%
Adjusted EBITDA	265,2	197	34,4%
Adjusted net income	229,0	153	50,2%

Corporate revenue	Revenue from the Group's corporate stores
Franchise revenue and royalty	Consists of revenue from commissary sales to franchise stores and royalties calculated based on franchise store sales to customers, including the contribution to national advertising
Cost of sales	Corporate store costs; production related costs of the Group's commissaries, such as merchandise and raw materials; ingredients and non-food items (including those sold to the Group's subfranchisees); labour; rent; utilities and other, including D&A of corporate stores and commissaries
General and administrative expenses	Consists of headquarters expenses such as personnel (excl. marketing and selling personnel), rent, utilities, commissaries' rents and non-production related personnel and headquarters-related D&A expenses
Marketing and selling expenses	Includes marketing and selling personnel costs, royalties paid by the Group (on-going fees) and promotion and advertising expenses

#### Source:

# Group Revenue and expense breakdown

(TRYmn)	Jun'23	Jun'22	Change
System sales	2.593	1.954	33%
Corporate	346	289	20%
Franchise	2.246	1.665	35%
Revenue	1.581	1.267,87	25%
Corporate	346	289	20%
Franchise	1.119	820	37%
Other revenue	115	159	-28%
Cost of Sales	(900)	(854,8)	5%
Cost of Food/Non-Food/Transportation	(672)	(658)	2%
Corporate Store Expenses	(193)	(150)	29%
Depreciation and Amortization	(53)	(47)	12%
One-offs			
Gross Profit	681,4	413,1	65%
General Administrative Expenses	(271,4)	(176,5)	54%
Overhead (Including Commisary)	(177,9)	(140,5)	27%
Depreciation and Amortization	(35,0)	(39,8)	-12%
Share based incentives	(7,4	(2,3)	222%
One-offs			n.m.
Marketing and Selling Expenses	(245,4)	(172,1)	43%
Marketing and Advertising	(144,8)	(98,2)	48%
Corporate Store Local Marketing	(2,5)	(1,5)	66%
Royalty	(98,1)	(79,2)	24%
Other Operating Income / (Expense)	(14)	10	-233%
of which One-off	19,0	3,6	
Operating Profit	150,9	74,8	n.m.

	Jun'23	Jun'22
as a % of system sales	22.0%	22.0%
as a % of system sales	78.0%	78.0%
	Jun'23	Jun'22
as a % of revenue	21,9%	22,8%
as a % of revenue	70,8%	64,7%
as a % of revenue	7,3%	12,6%
as a % of system sales	25,9%	33,7%
as a % of corporate system sales	55,7%	51,9%
as a % of system sales	2,0%	2,4%
as a % of system sales	26,3%	21,1%
as a % of system sales	6,9%	7,2%
as a % of system sales	5,6%	5,0%
as a % of corporate system sales	0,7%	0,5%
as a % of system sales	3,8%	4,1%

# Group: Adjusted EBITDA and net debt calculation

#### Segment Reporting

(TRYmn)	Jun'23	Jun'22	Change
System Sales	2.593	1.954	32,7%
Revenue	1.581	1.268	24,7%
Operating profit	151	107	40,9%
D&A	(87,6)	(111,5)	-21,5%
EBITDA	239	192	24,7%
Non-recurring (income)/expenses	19	4	434,2%
Adjusted EBITDA	265,2	197,4	34,4%
% of revenue	16,8%	6,8%	
% of system sales	16,8%	15,6%	
Adjusted EBIT	352,8	308,9	14,2%
% of revenue	22,3%	4,8%	
% of system sales	22,3%	24,4%	
Capital expenditures	63,4	54,3	16,8%
Cash conversion	73,1%	67,1%	9,0%

#### Adjusted Net Debt

(TRYmn)	Jun'23	Dec'22
Short term bank borrowings	854	850
Short-term portions of long-term borrowings	- 1	19
Short-term portions of long-term leases	79	51
Long-term bank borrowings	35	65
Long-term leases	163	183
Total borrowings	1.131	1.168
Cash and cash equivalents	(372)	(431)
Net debt	759	737
Non-recurring items  Long term deposit for loan guarantee	(141)	(67)
Adjusting delay in collection/payment day coinciding on a weekend		
Adjusted net debt	618	670

# Exchange rates

Period ended 30 June					
		2023		2022	
Currency	Period End	Period Average	Period End	Period Average	
EUR/TRY	28.154	21.407	17.522	16.196	
RUB/TRY	0.303	0.256	0.321	0.200	
EUR/RUB	95.105	83.651	53.858	83.520	