





DPC Dash Ltd (1405.HK) Third Quarter 2024 Investor Fact Sheet

WHO WE ARE

- IPO Date: March 28, 2023
- Shares Outstanding: ~ 130.5mm
- Major Shareholders:  

DPC Dash (1405.HK) is the exclusive master franchisee of Domino's Pizza in the China Mainland, Hong Kong SAR, and Macau SAR. Domino's Pizza (NYSE: DPZ), DPC Dash's global franchisor, is one of the most widely-recognized global consumer brands.

Led by a seasoned and visionary management team, DPC Dash is a market leader differentiated from its competitors through its continuously innovated, localized pizza-focused menu. DPC Dash's unique expertise and leadership in delivery technology, coupled with a focused, scalable, and replicable store economic model, further set it apart in the industry.

OUR UNIQUE POSITIONING IN CHINA

-  Global Leading Pizza Brand in a Still Underserved Pizza Market
-  Only Covers 30+ Cities in China, with Huge Growth Potential
-  One of the Fastest Growing Pizza Brands in China
-  Offers 30-minute Delivery Promise Across All Channels

CONSISTENT SUCCESS IN BUSINESS DEVELOPMENT

Continued Expansion with "Go Deeper, Go Broader" Strategy



Total **978** stores in **33** cities as of September 30, 2024, with **210** net new openings year-to-date



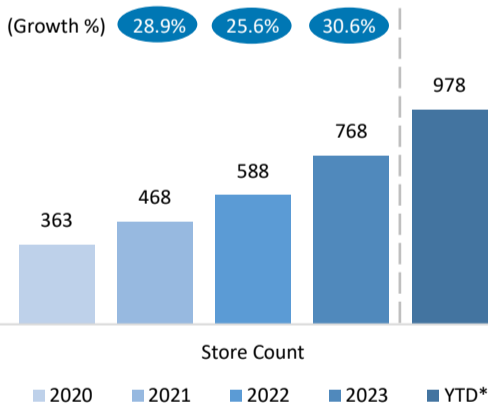
Operates **421** stores in the East, **299** in the North, **199** in the South, and **59** in the Central & West



Approximately **100%*** of full-year **2024** opening target pipeline complete as of September 30, 2024

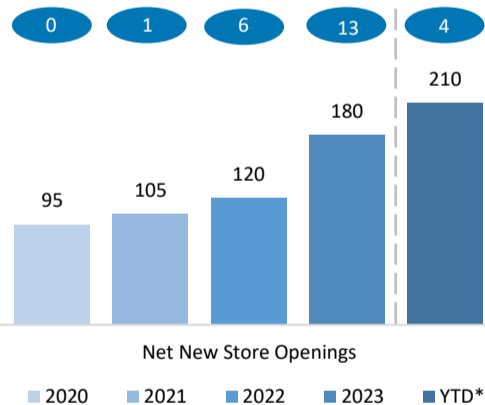
*: Total number of net new stores opened this year, stores currently under construction and stores that have signed

Go Deeper



Go Broader

New cities entered in the period



YTD*: As of September 30, 2024

Continuing to Grow and Build Communities

21.7M

Loyalty program members*



11.0M

New customers placed their first orders during the past 12 months*

*: As of September 30, 2024

Holds **28** out of top 30 positions in Domino's global record for first 30-day sales*



Achieved **29** consecutive positive quarterly SSSGs since 3Q2017*

Continued Innovations To Serve Expanding Customer Base

Innovative Products

Launched the brand new "Volcano Crust" and "French Burgundy-flavored Beef Pizza" with high strike rate from customers



Volcano Crust



French Burgundy-flavored Beef Pizza



Mega Week

Regular Promotions

Regular "Mega Week" and "Crazy Tuesday & Wednesday" promotions in specific seasons and cities