



DP Eurasia N.V.

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For Immediate Release

3 July 2017

DP Eurasia N.V.

(“DP Eurasia” or the “Company”)

Admission and First Day of Dealings

Further to the publication of the Announcement of Offer Price on 28 June 2017, DP Eurasia N.V. (DPEU.L), the master franchisee of the Domino’s Pizza brand in Turkey, Russia, Azerbaijan and Georgia, is pleased to announce that its entire ordinary share capital consisting of 145,372,414 ordinary shares of €0.12 each (the “Ordinary Shares”) has today been admitted to listing on the premium listing segment of the Official List of the Financial Conduct Authority, and to trading on the main market for listed securities of the London Stock Exchange plc (“Admission”).

Unconditional dealings in the Ordinary Shares commenced today at 8.00am on the London Stock Exchange under the ticker “DPEU” and with the ISIN number NL0012328801.

The prospectus published by the Company in respect of Admission can be found at: www.dpeurasia.com

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Notes to Editors

DP Eurasia N.V. is the exclusive master franchisee of the Domino's Pizza brand in Turkey, Russia, Azerbaijan and Georgia. The Company is the largest pizza delivery company in Turkey and the third largest in Russia. Founded in 1996 by CEO Aslan Saranga, the Group first became the master franchisee of the Domino's Pizza system in Turkey. In 2012, the Group was awarded the exclusive master franchise of the Domino's system for Russia, and in 2015, the Group opened its first franchised stores in Azerbaijan and Georgia.

The Group offers pizza delivery and takeaway/ eat-in facilities at its 571 stores (488 in Turkey, 76 in Russia, four in Azerbaijan and three in Georgia as at 31 March 2017), and operates through its owned corporate stores (37%) and franchised stores (63%). The Group maintains a strategic balance between corporate and franchised stores, establishing networks of corporate-owned stores in its most densely populated areas to provide a development platform upon which to promote best practice and maximise profitability.

The Group has adapted the Domino's Pizza globally proven business model to its local markets. DP Eurasia has a centralised supply and procurement function, owning and operating five commissaries which manufacture pizza dough and supply system stores. The Group offers consumers high quality, freshly made pizzas, which the Group tailors to local tastes, at attractive prices, delivered within 30 minutes of ordering. It also offers complementary products such as chicken, other side dishes and desserts, some of which have been developed by the Group's innovation centre in Istanbul and subsequently adopted by other master franchisees of Domino's Pizza around the world.

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