

DPC Dash - Domino's Pizza China strengthen positioning in China's pizza market

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DPC Dash 达美乐比萨中国, Domino's Pizza's exclusive master franchisee in the China Mainland, the Hong Kong Special Administrative Region of China, and the Macau Special Administrative Region of China has delivered robust first full-year results for FY2023, following its successful listing in Hong Kong, and further strengthening its unique positioning in China's Pizza market.

DPC Dash inherits and further improves the brand strength of its franchisor, Domino's Pizza. Led by a seasoned and visionary management team, DPC Dash is a market leader differentiated from its competitors through its continuously developed, localised 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.

As a pizza company with a 30-minute delivery promise and offering a free pizza coupon if late, serving customers across all sales channels, namely the website, official WeChat mini program, APP and third-party sales channels, in China, DPC Dash benefits from its delivery strength in the fast-growing delivery market. The delivery market is expected to represent over 60 per cent of the China pizza market in 2026, with 19 per cent CAGR from 2022 to 2027, according to Frost & Sullivan. Per DPC Dash's Investor Fact Sheet, in 2023, 59.2 per cent of DPC Dash revenue was generated by delivery orders. In mature markets for DPC Dash, such as Shanghai and Beijing, revenue generated by delivery orders accounts for over 75 per cent.