



Media Release

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Safety Fuels Domino's GPS Driver Tracker Technology!

TODAY, in the biggest transformation to pizza delivery in the brand's 54 year history, Domino's Pizza Enterprises Limited (Domino's) launches **GPS Driver Tracker**, designed to keep delivery drivers safe and shake up the takeaway industry forever.

Inspired by the '*uberfication*' movement (consumer-need convenience), the tracking technology employs similar strategies as the likes of taxi industry disruptor, Uber, but extends further given Domino's owns and operates the entire fleet.

Domino's Group CEO and Managing Director Don Meij said GPS Driver Tracker enables customers to track pizza deliveries directly from the store to their door but most importantly it will keep Domino's delivery drivers safe.

"We've always been a safe business but we're now taking it to the next level and gaining a new level of transparency over our drivers," Mr Meij said.

"They are out and about making pizza deliveries at all times of the day so it's extremely important for us that the heart of our business, our team members, remain safe at all times."

Mr Meij said that as well as generating unsafe driving behaviour reports in real time, GPS Tracker will set good driving behaviour benchmarks in the business.

"We trialled the tracker technology in 50 Domino's stores across Australia, in some stores for up to 18 months before launch and we watched the number of driver incidents reduce by 50%."

For customers, the benefits include the delivery of faster, fresher and hotter pizzas, convenience and a unique customer engagement with their pizza delivery driver.

"Our customers will be able to watch their driver on route to their door in real time, know exactly who their driver is by name and even know what music they like and their favourite sport team.

"It's new level of engagement between our customers and our delivery drivers that's never been seen before in the takeaway food industry!"

Mr Meij said the Company is always looking for ways to continue innovating and using technology to improve the pizza ordering experience.

"We hope our customers will engage with the GPS Tracker as much as our popular Domino's Live Pizza Tracker and really reap the benefits of convenience, transparency and engagement.

"It provides them with a unique customer experience, make our stores more productive and efficient and keep our drivers safe 24/7," Mr Meij said.

The national rollout of GPS Driver Tracker throughout all stores in Australia and New Zealand is Monday 13 July 2015.

Domino's partnered with Navman Wireless on the tailored GPS technology solution.

~ENDS

Domino's Pizza Enterprises (DPE) owns the master franchise rights to six markets globally including Australia, New Zealand, France, Belgium, The Netherlands and Japan. The Company runs and operates over 1450 stores. For more information visit www.dominos.com.au

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Timeline of Key Domino's Milestones:

- **1978** – Silvio's opens in Red Hill, Brisbane and later becomes Australia's first home delivery service (1980)
- **1995** – Silvio's Dial-A-Pizza commences the rebranding process to Domino's Pizza
- **2000** – Domino's introduces the Hot Cell Bags for hotter, fresher home delivered pizza
- **2002** – Classic Crust recipe developed and launched
- **June 2003** – Domino's enters the New Zealand market
- **May 2005** – Listed on the Australian Securities Exchange
- **2005** – Domino's launches Australian-first online ordering website
- **2006** – First Quick Service Restaurant (QSR) with Real Time Pizza Tracker
- **July 2006** – Domino's takes on France, the Netherlands and Belgium
- **2008** – Domino's celebrates 25 years of selling pizza in Australia
- **November 2009** – Domino's launches its Online Ordering iPhone Application
- **September 2011** – Domino's launches its Online Ordering Android Application
- **February 2012** – Domino's launches its mobile public website
- **August 2013** - Domino's Pizza Enterprises acquires 75% shareholding of Domino's Pizza Japan
- **July 2014** – Domino's launches interactive website and Application Pizza Mogul
- **May 2015** – Domino's launches GPS Driver Tracker