



Domino's Pizza Enterprises Limited
1/485 Kingsford Smith Drive
Hamilton, QLD, Australia 4007
ACN: 010 489 326
www.dominos.com.au

24 April, 2025

EXECUTIVE LEADERSHIP CHANGES

Domino's Pizza Enterprises Ltd (Domino's | ASX.DMP) today announced the next steps in delivering an improvement in Company performance, with key changes for the Global Leadership Team.

Group CEO & Managing Director Mark van Dyck said the Company was completing its strategic plan, *Domino's Recipe for Growth*, and leadership were committed to its success.

"Our team recognise the importance of the work we must deliver, and the outcomes required to improve returns for our franchise partners and our investors. We are aligned on returning our business to sustained, long-term growth," Mr van Dyck said.

Europe CEO appointed Group Chief Marketing Officer

Europe CEO Andre ten Wolde has accepted a new position as Group Chief Marketing Officer, applying his decades of marketing expertise and Domino's leadership to guide and support Chief Marketing Officers globally.

Mr van Dyck said the Recipe for Growth would include a focus on improved return on investment from marketing, including new product development and advertising spend, as well as delivering higher digital conversion and building capability in pricing.

"Given the importance of delivering topline growth in improving unit economics and business health, it's critical Domino's has experienced leadership that can bring together insights and best practice to benefit all markets – Andre's expertise and the backing of our team position him well to drive success in this next phase."

Mr ten Wolde will commence his new role effective immediately. The European market CEOs will report directly to Mr van Dyck for the foreseeable future.

Group Chief Transformation Officer

Julianne Dickson, Group Chief Portfolio Management Officer, has accepted a new position as the Company's Group Chief Transformation Officer, starting immediately.

Ms Dickson will oversee the execution of the Recipe for Growth to transform the business, working in close partnership with Mr van Dyck, and country leadership; who remain accountable for delivery within their markets.

Mr van Dyck said: "To deliver on our Recipe for Growth will require Domino's to build new capabilities, to execute the plans we've mapped out, and to ensure accountability at all levels for our performance – the newly created role will help with this new level of focus."

Ms Dickson joined Domino's in 2024 with more than 20 years' experience in delivering transformation programmes and managing large strategic priorities, including with retail and customer-facing brands in Australia and the UK.

Mr van Dyck said Julianne's expertise would help the business achieve the goals set out in the Company's strategy, with central co-ordination and local execution.

For personal use only



Domino's Pizza Enterprises Limited
1/485 Kingsford Smith Drive
Hamilton, QLD, Australia 4007
ACN: 010 489 326
www.dominos.com.au

Strategy Day

A planned strategy day, outlining Domino's Recipe for Growth, will now be held in the first half of FY26, to allow time for the executive changes to take effect.

Approved by the Managing Director & CEO.

For further information contact Nathan Scholz, Chief Communications and Investor Relations Officer: +61-419-243-517 | investor.relations@dominos.com.au

END

For personal use only