



PIZZA PIZZA ROYALTY CORP

2023 ANNUAL GENERAL MEETING
OF SHAREHOLDERS

May 31, 2024



PIZZA PIZZA 967-11-11

PIZZA
PIZZA

WELCOME

JAY SWARTZ

PIZZA PIZZA ROYALTY CORP.
BOARD CHAIR

FORWARD LOOKING STATEMENTS

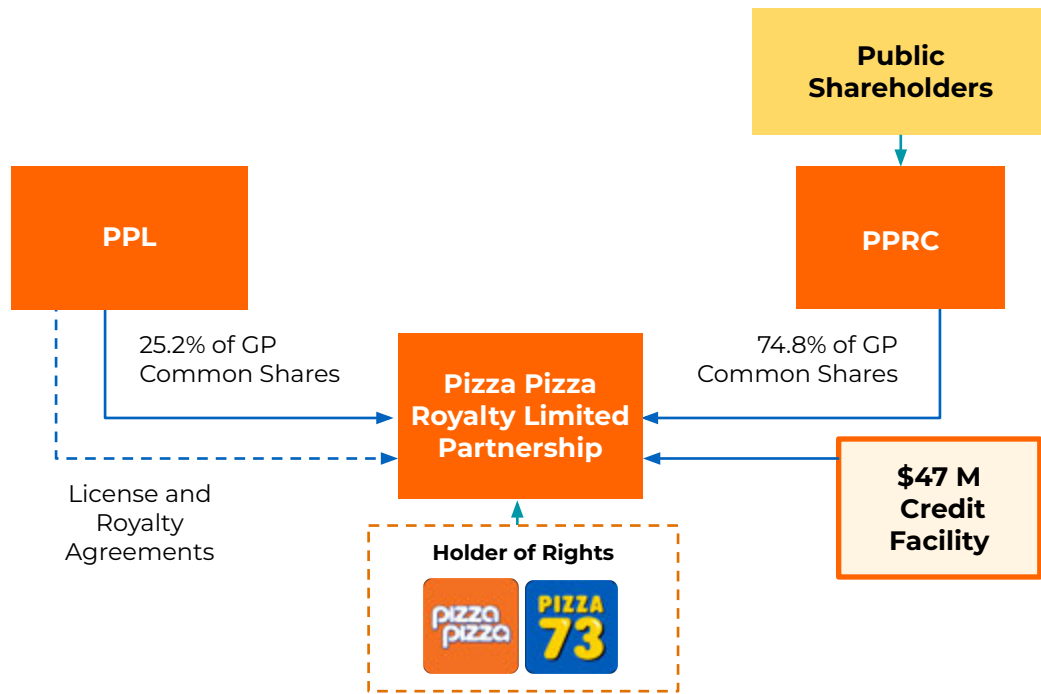
- This presentation will contain forward-looking statements.
- Investors should be aware that any forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those disclosed here today.
- Investors are directed to the Company's Annual Information Form for a full discussion of risks.
- Management does not intend to discuss any undisclosed material information today.

PIZZA PIZZA ROYALTY CORP. FINANCIAL UPDATE

PAUL GODDARD
CEO, PIZZA PIZZA LIMITED



CORPORATE STRUCTURE



PPRC OWNERSHIP

	Fully Diluted Shares	%
Public Shareholders	24,618,392	74.8%
PPL Equivalent Shares	8,290,239	25.2%
Total	32,908,631	100.0%

ROYALTY STREAM OVERVIEW

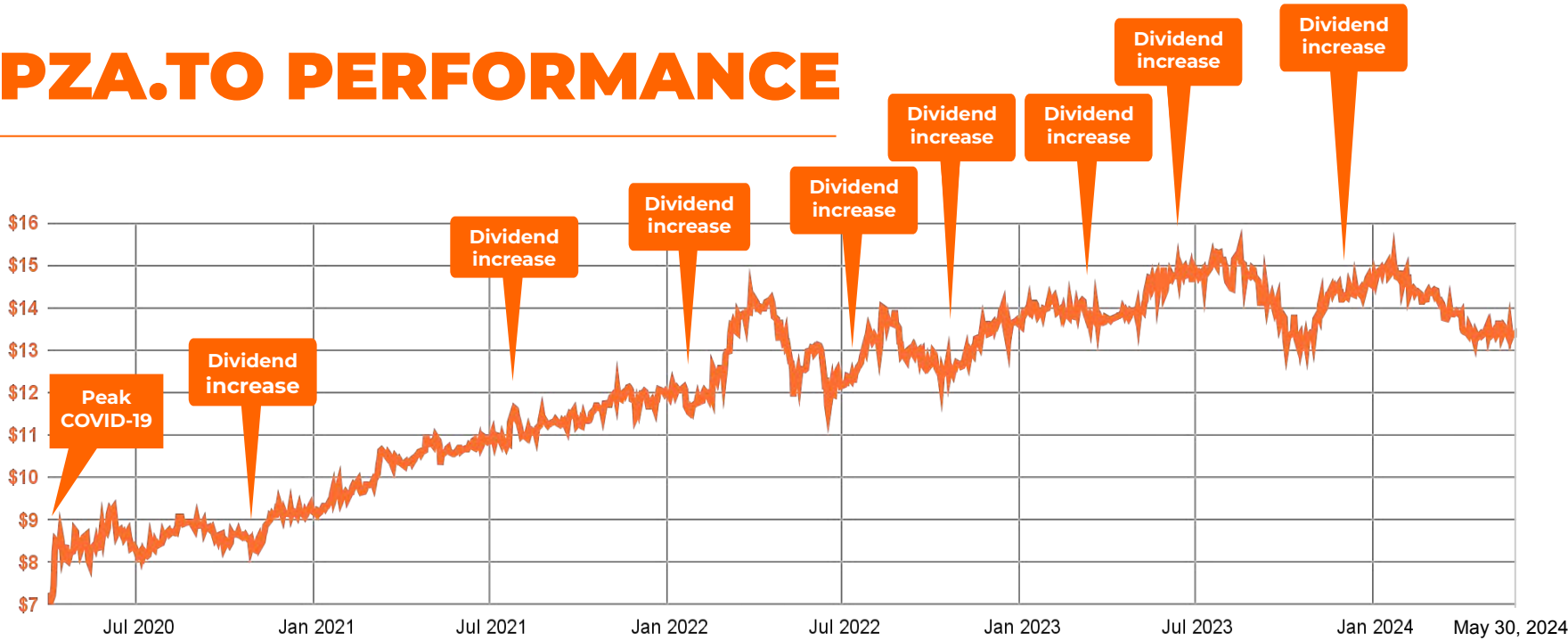


SHAREHOLDER INFORMATION

- TSX exchange listing **PZA**
- Publicly-traded shares outstanding **24,618,392**
- Fully Diluted shares **32,908,631**
- Pizza Pizza Limited's ownership **25.2 %**
- Market Capitalization **\$ 441 Million**
- Currently monthly dividend **\$ 0.0775**
- Current dividend yield **6.9 %**
- Credit facility **\$ 47 Million** (April 2025 maturity)

PPRC is a high-yield dividend corporation

PZA.TO PERFORMANCE



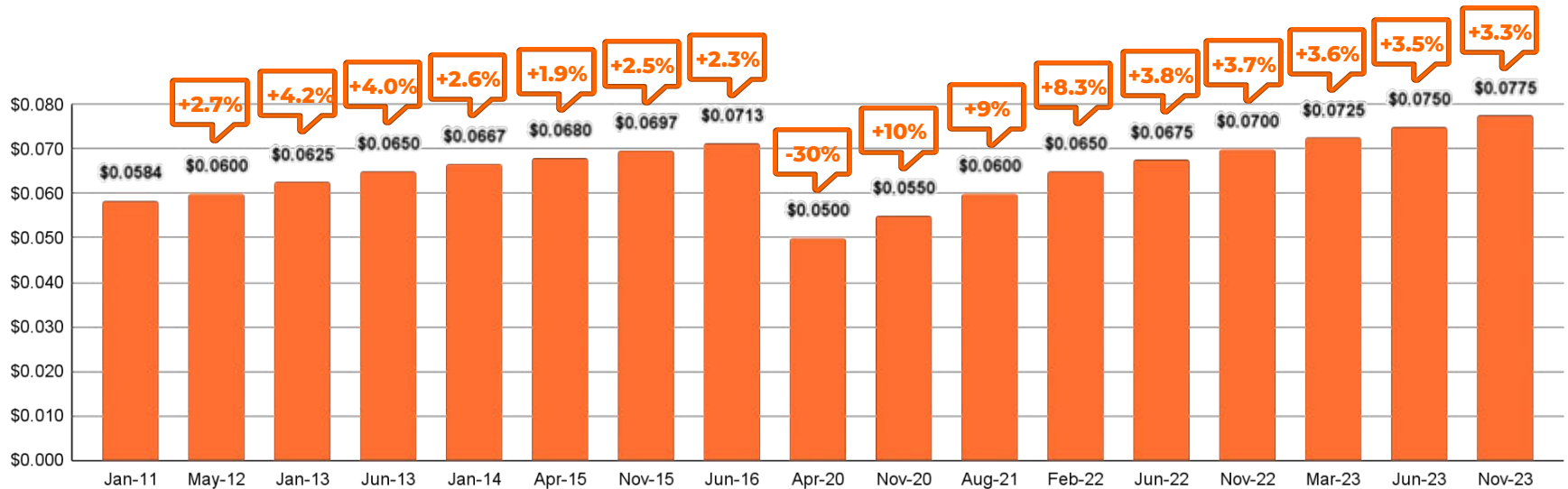
PPRC increased the dividend seven times in the last three years

PERFORMANCE HIGHLIGHTS

	2023	Q1 2024
Royalty Pool System Sales	\$ 628 M	\$ 149 M
Restaurants in Royalty Pool	743 (+16)	774 (+31)
Same Store Sales Growth (SSSG)	8.2 %	1.7 %
Royalty Revenue	\$ 40.2 M	\$ 9.6 M
Annual dividend	\$ 0.8875	\$ 0.2325
Working Capital Reserve	\$ 8.2 M	\$ 7.2 M
Payout Ratio	97 %	122 %

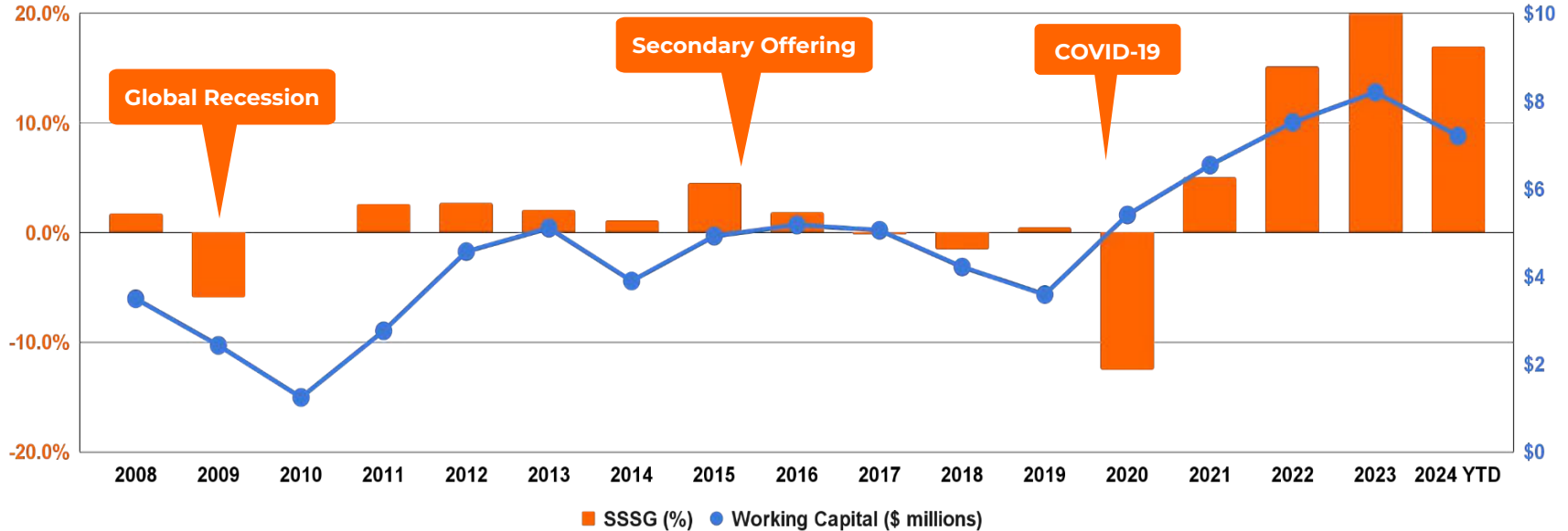
Same Store Sales Growth (SSSG) is the key driver of shareholder yield growth

MONTHLY DIVIDEND GROWTH



PPRC increased the dividend seven times subsequent to the COVID-19 related decrease in April 2020

SSSG AND WORKING CAPITAL

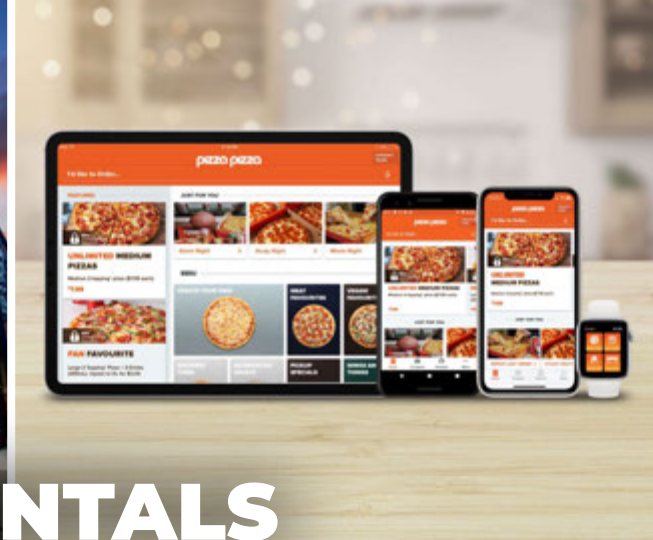


PPRC's healthy cash reserve of \$7.3M is available during sales variability

PIZZA PIZZA LIMITED BUSINESS UPDATE

PAUL GODDARD
CEO, PIZZA PIZZA LIMITED





BUSINESS FUNDAMENTALS



STRONG BRAND PORTFOLIO POISED FOR GROWTH



PIZZA PIZZA

469 traditional and **207** non-traditional locations across Canada, with a majority in Ontario & Quebec. Rapid expansion underway in British Columbia and Atlantic Canada.

PIZZA 73

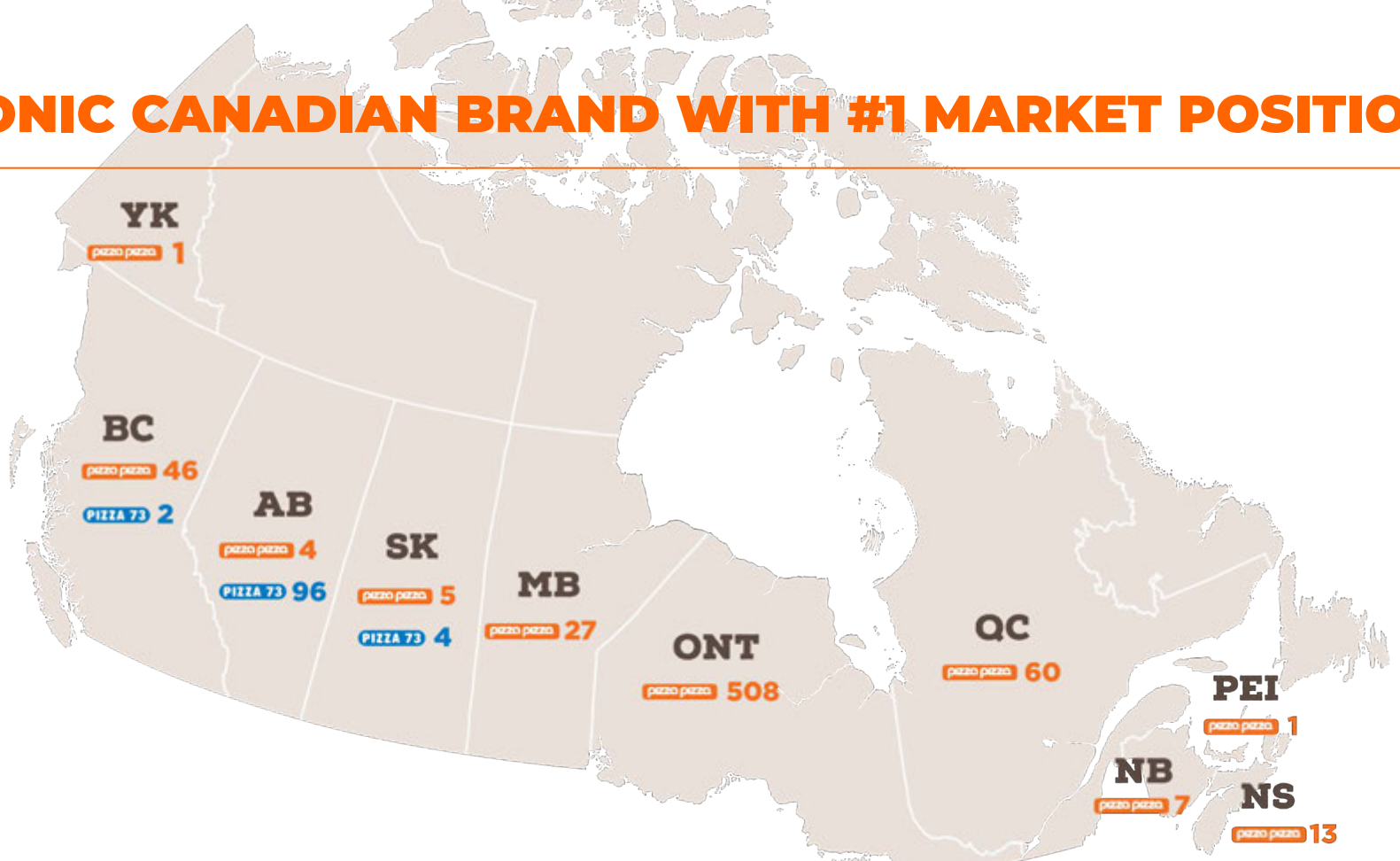
102 locations in Alberta, Saskatchewan & British Columbia.

pzo
PIZZERIA

3 locations in Guadalajara, Mexico, with a target of 10 new restaurants per year.

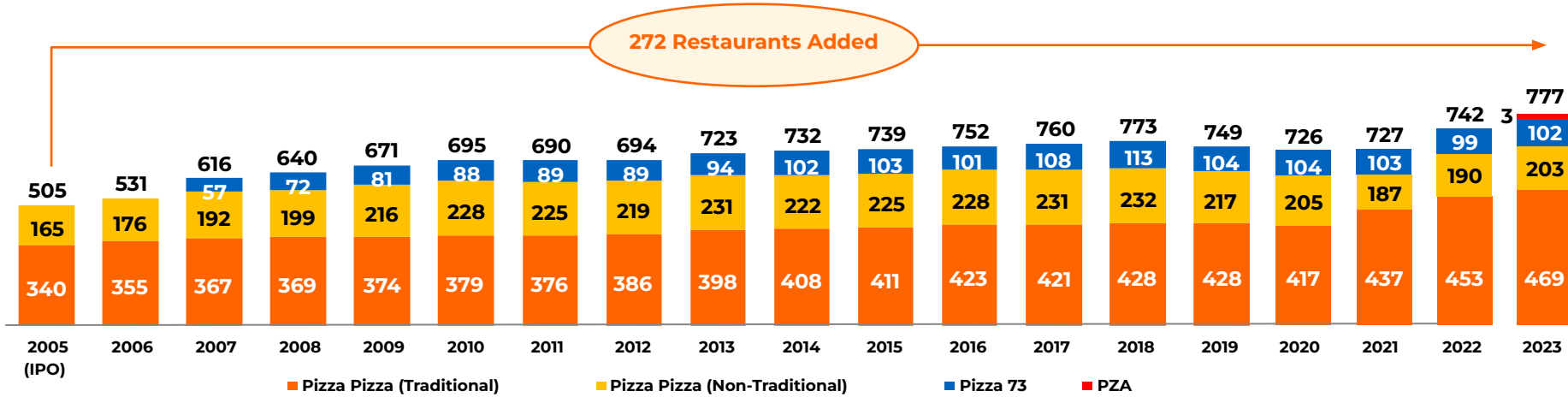
4 locations in Canada

ICONIC CANADIAN BRAND WITH #1 MARKET POSITION



TRACK RECORD OF STEADY RESTAURANT GROWTH

Restaurant Count Since IPO



PPL has taken a measured approach to restaurant growth, expanding its network by over 2% annually, on average, since 2005

INTERNATIONAL EXPANSION OPPORTUNITIES



BUILDING OUR BRANDS



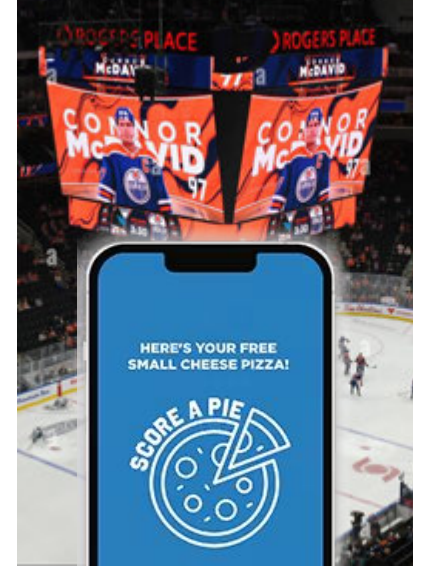
FIXED RATE PIZZA provides a value message during a period of high interest rates, inflation and affordability issues.



PRE-ROLLS caters to the cannabis community with a fun, innovative take on 4/20.



SAUCE-TUNE responds to the fans of our dipping sauce with a cheeky Halloween costume.



SPORTS SPONSORSHIPS build fan engagement in venue and encourage restaurant visits.

INVESTING IN FOOD QUALITY

Dry Cured Pepperoni

100% Canadian Mozzarella Cheese

Canadian Chicken Raised Without Antibiotics

100% Canadian Cheese Curds



100% Canadian Wheat

Homestyle Sauce from Vine Ripened Tomatoes

INNOVATING OUR MENU



SPICE DELIGHTS features a selection of South Asian flavours that showcases our menu innovation.



STUFFED CRUST builds on the established cravings our customers have for our pizzas.



STROMBOLI introduces a new handheld menu offering that caters to our walk-in customers.



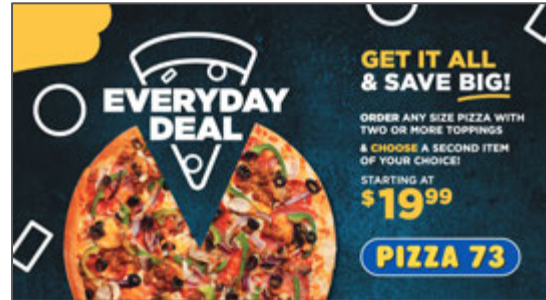
CURLY FRIES POUTINE uses food innovation to update a classic Canadian menu item.

DELIVERING ON VALUE

PIZZA PIZZA



PIZZA 73



Continuous promotion of high quality, value oriented offerings, and popular walk-in and delivery options drive customer traffic and keep brands top of mind

INVESTING IN COMMUNITIES



SPORTS SPONSORSHIPS let us connect with sports fans, especially the hugely passionate fans of the PWHL.



SLICES FOR SMILES promotions allow us to fundraise for Children's Miracle Network.

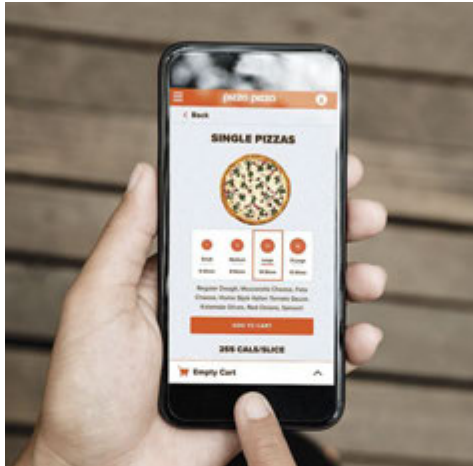


PRIDE PARADE sponsorships help us support LGBTQ2S+ communities across Canada.



MUSIC VENUES are the perfect place to enjoy a pizza slice and connect with the fan community.

MULTI-CHANNEL ORDERING PLATFORM



DIGITAL



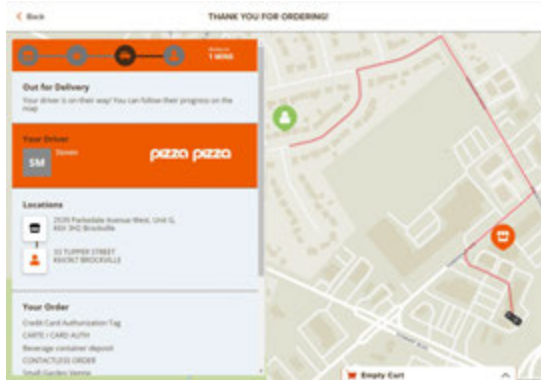
CALL CENTRE



IN-RESTAURANT

Multi-channel ordering platform provides multiple touchpoints for consumers and supports focus on convenience

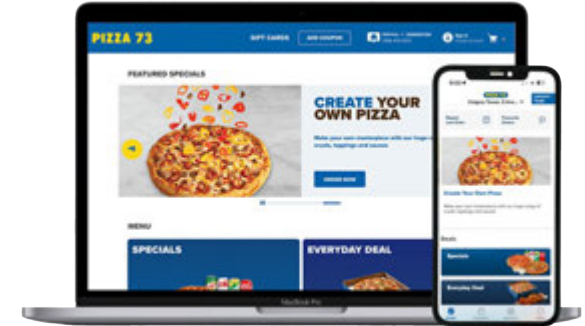
CONTINUOUSLY LEVERAGING TECHNOLOGY & INNOVATION



Delivery Driver Tracking



Loyalty Program, Push Notifications and Email Marketing



Pizza 73 Website and Mobile App Redesign

Leverages organic and third party technology to ensure the Pizza Pizza and Pizza 73 brands are top of mind with consumers with strong focus on enhancing customer engagement and experiences

RE-IMAGED EXTERIORS



OLD



NEW



Restaurant re-imaging keeps our brands current and top of mind, driving SSS

RE-IMAGED INTERIORS



OLD



NEW



Restaurant re-imaging keeps our brands current and top of mind, driving SSS

IMPRESSIVE HISTORY OF AWARDS & RECOGNITION

Strategy Magazine
Brands of the Year



Canadian Marketing
Association



Canadian Marketing
Effectiveness (Effie)



Waterstone



Great Place to Work



Career Directory



CFA D&I Champion



Franchisee's Choice



CFA Recognition



Pinnacle Awards
Company of the Year 2013



Webby Awards



Track record of achievements that recognize strength of franchisee relationships, industry and community contributions, and technological advancements

INDUSTRY AUTHORITY AND LEADERSHIP

THE GLOBE AND MAIL*

LEADERSHIP LAW
Why your external brand needs to be rooted in internal truths

ANNEK BENTON
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED MAY 1, 2024



THE GLOBE AND MAIL*

LEADERSHIP LAW
The blind spots in diversity and inclusion

ANNEK BENTON
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED 1 HOUR AGO



BNN Bloomberg



Pizza Pizza CEO on 12th consecutive quarter of positive same store sales growth

strategy

HOME CALENDAR AWARDS MAGAZINE SCREENING ROOM CAREERS CATEGORIES

Home » Awards, Campaigns, Features, Food & Beverage »

2023 Brand of the Year: Pizza Pizza for the people

The CEO has been on a multi-year quest to redefine the brand without losing what made it successful over the last 50 years.

By Josh Klein November 15, 2023

FIXED-RATE PIZZA XL 4-Topping Pizza \$16.99



Track record of recognition in the media for our financial results, marketing accomplishments, brand strength, company culture and operational innovation.

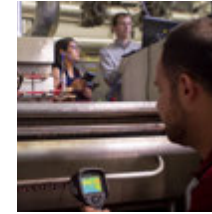
ENVIRONMENTAL, SOCIAL, GOVERNANCE



Our packaging (boxes, slice trays, bags, napkins) is all made with recycled content, saving over 100,000 trees annually.



Head office uses 3 wind turbines, battery farm, solar array and solar heat gain wall to reduce our energy consumption.



Thermoelectric generators capture and divert waste electricity from our pizza ovens to generate free hot water for our restaurants.



Over \$3 million has been raised for children's hospitals across Canada.



Supporting local sports teams, community events, and fundraising initiatives across the country.



Over 200 locations partnered with Too Good To Go to help reduce food waste and feed our communities.



Experienced and totally independent board of trustees for Pizza Pizza Royalty Corp.



INVESTMENT SUMMARY

Pizza Pizza's been delivering great pizza since 1967 and consistent, increasing value to our shareholders since our IPO in 2005.

ADVANTAGES OF PZA

- Exceptional Brand Recognition
- Simple Royalty Structure
- High-yield Dividend Corp
- Strong Sales Growth History
- Healthy Cash Position
- Poised for Growth





Thank You!

pizza pizza **PIZZA 73** **pzo**
PIZZERIA