

# PIZZA PIZZA ROYALTY CORP.

CIBC Retail & Consumer

Small Business Forum

June 14, 2017





# FORWARD- LOOKING STATEMENTS



- This presentation may 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.

# CURT FELTNER

Chief Financial Officer





# PIZZA PIZZA ROYALTY CORP. ASSETS



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**Trademarks & Trade names are the Company's major assets**

# OWNERSHIP STRUCTURE

THE PARTNERSHIP HAS TWO PARTNERS AND OWNS THE TRADEMARKS AND BRAND NAMES.



# OWNERSHIP STRUCTURE

THE PARTNERSHIP PAYS MONTHLY DISTRIBUTIONS TO ITS TWO PARTNERS.



**\$35.3 MILLION  
IN ROYALTY  
REVENUE**

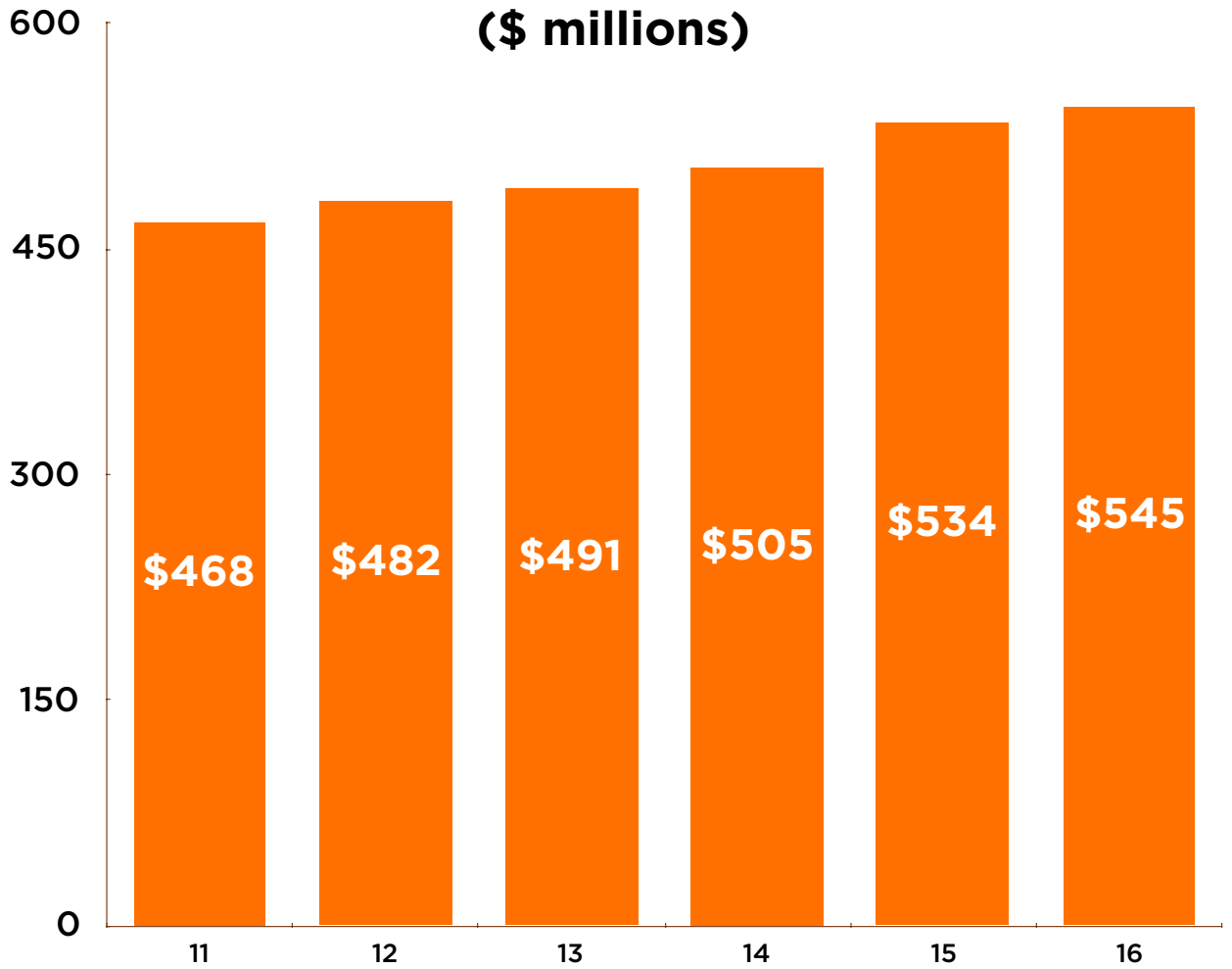
(\$545 MILLION SYSTEM SALES)



**Licence and royalty agreements with Pizza Pizza Limited provide cash flow stability to investors, without exposure to operational risks.**

# ROYALTY POOL SYSTEM SALES

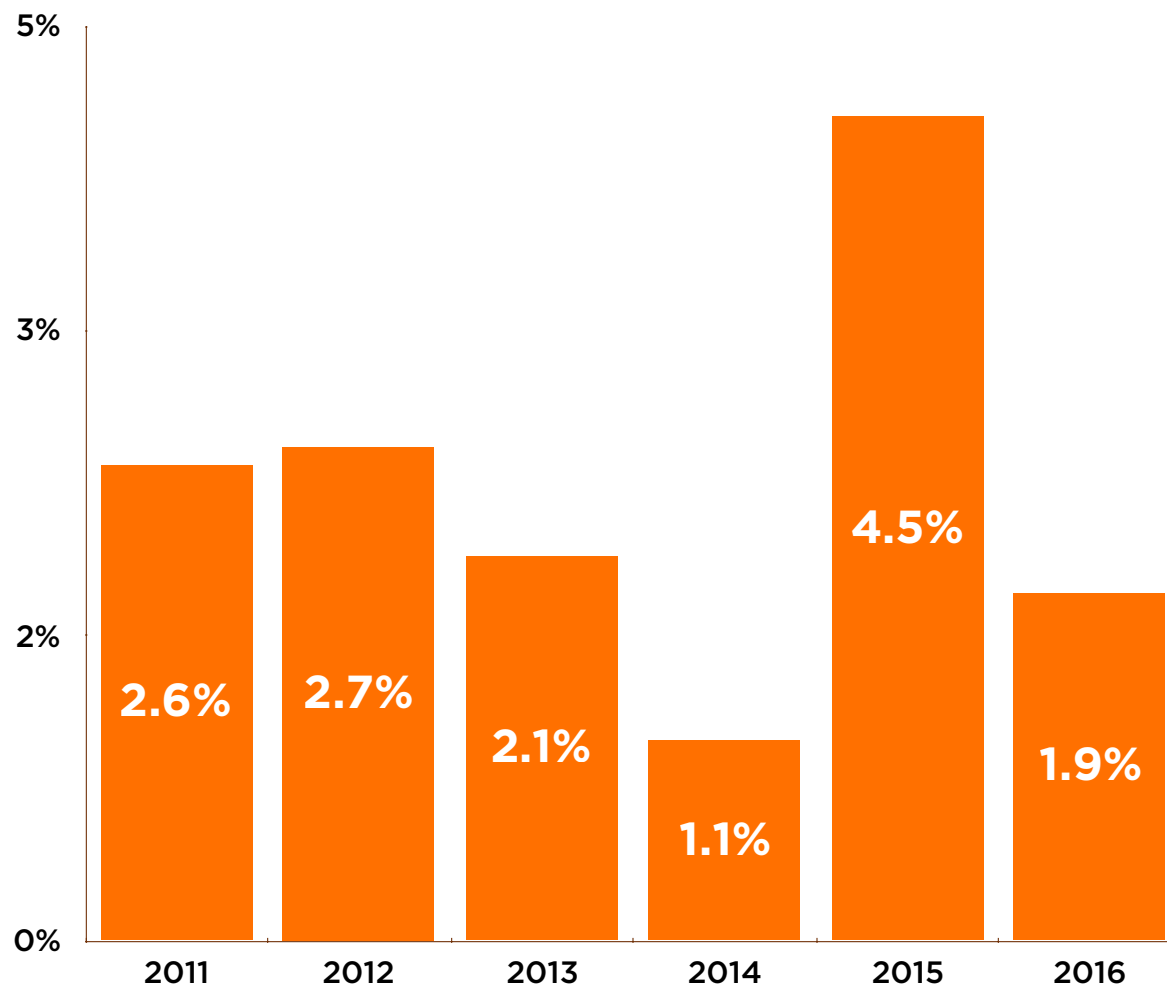
ROYALTY REVENUES ARE BASED ON  
TOP-LINE ROYALTY POOL SYSTEM SALES.





# SAME STORE SALES GROWTH

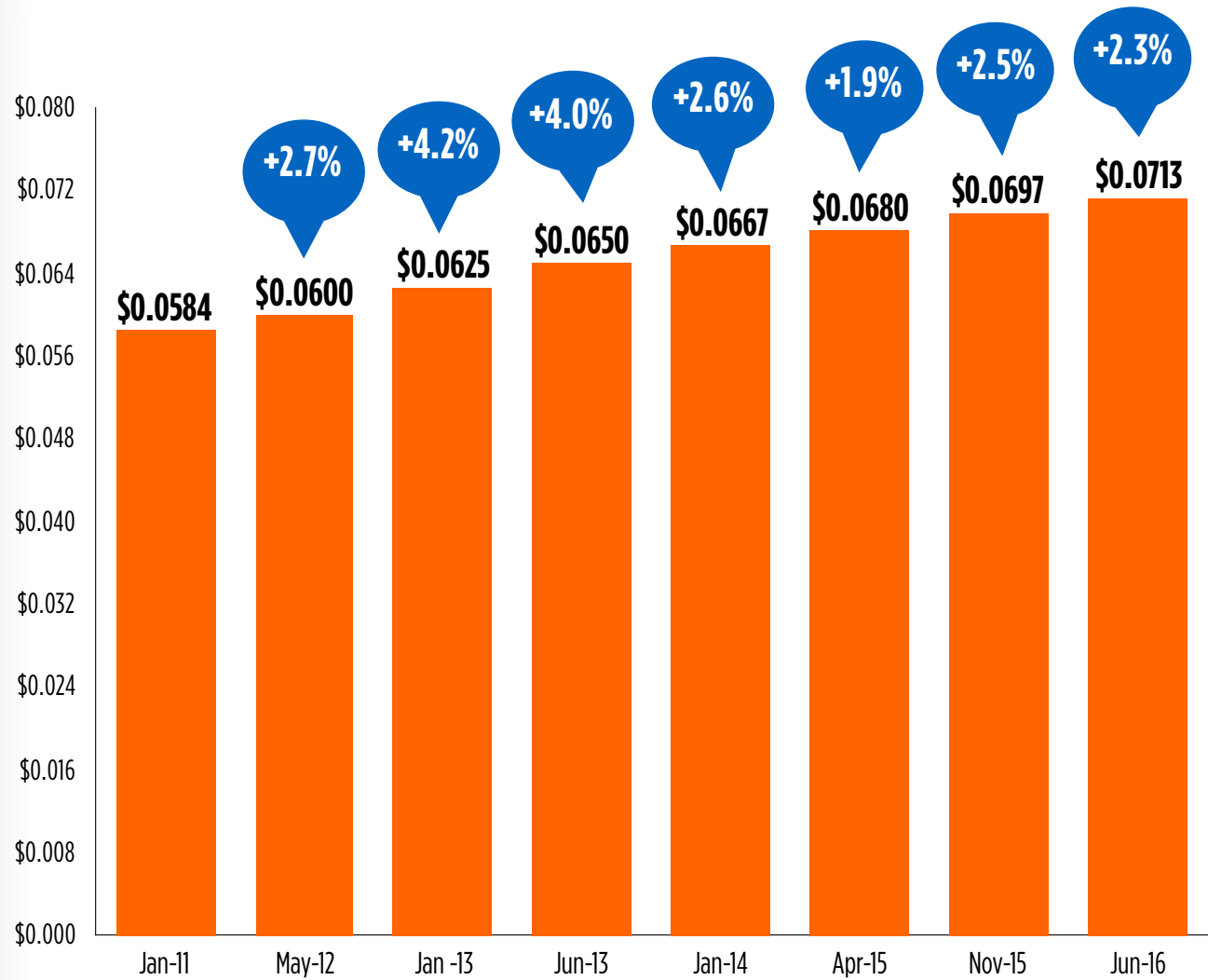
SSSG IS THE KEY DRIVER OF SHAREHOLDER YIELD GROWTH.





# MONTHLY DIVIDEND GROWTH

PPRC INCREASED DIVIDENDS  
SEVEN TIMES IN FIVE YEARS.



# PIZZA PIZZA LIMITED'S 50TH ANNIVERSARY

THE PRIVATE OPERATING COMPANY  
PAYS A MONTHLY ROYALTY FOR USE OF THE  
TRADEMARKS.

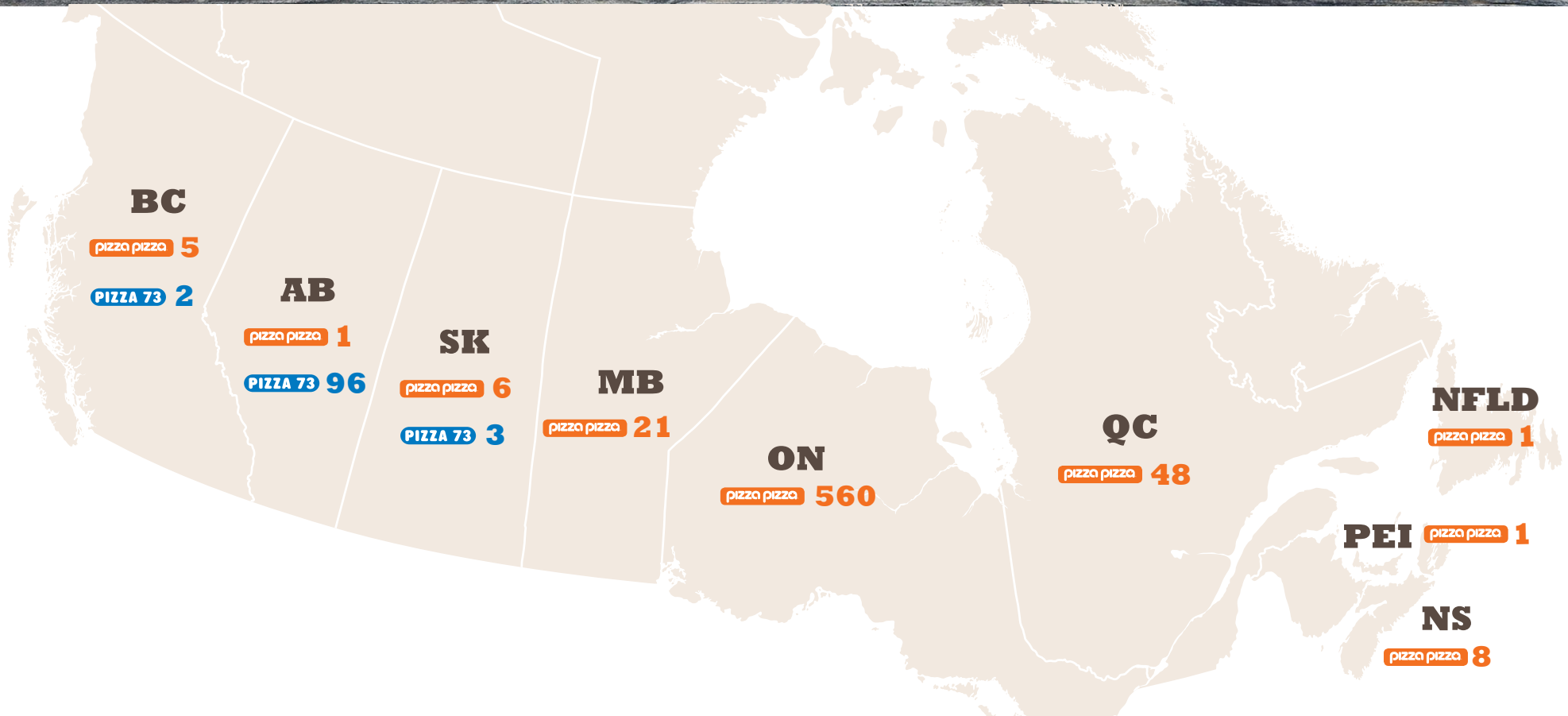


# CORE BUSINESS FUNDAMENTALS



- Canada's #1 pizzeria
- Seasoned management
- Strong & proven business model
- Powerful brands
- Geographic diversification
- Modernized restaurant chain
- Innovation leader since 1967

# CANADA'S #1 PIZZERIA



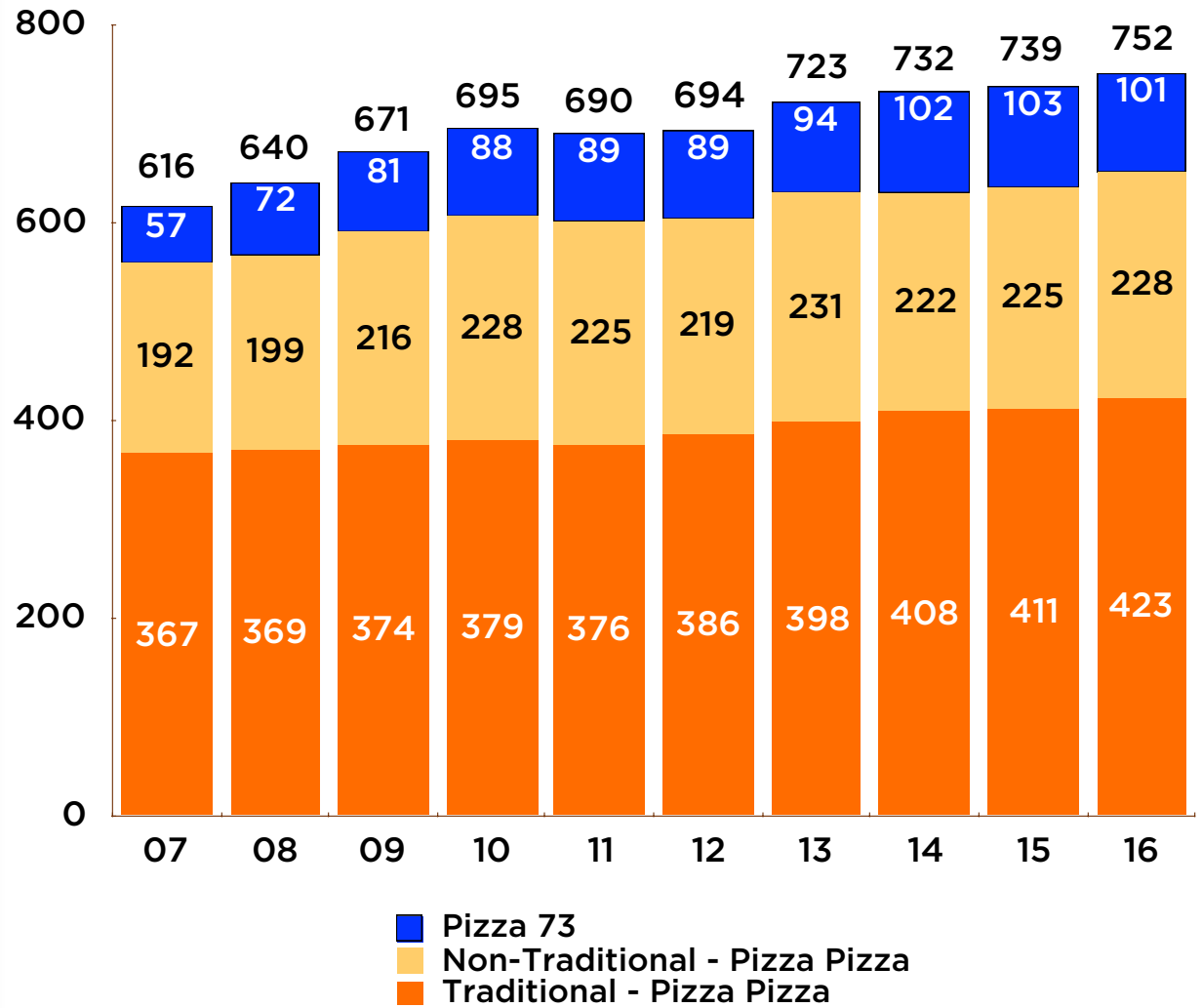
Building a national presence outside our core Alberta and Ontario markets.

**PIZZA 73**

**DOMINATING  
THE ALBERTA  
PIZZA MARKET**



# RESTAURANT GROWTH



# NON-TRADITIONAL PARTNERSHIPS



## Sponsorships



## Special Events



Partnering with major sports arenas, entertainment venues and special community events provide marketing and business opportunities.





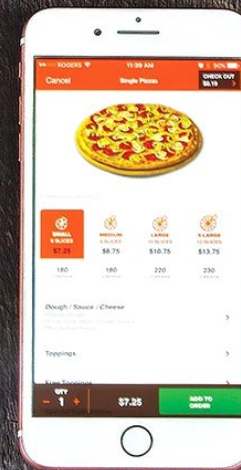
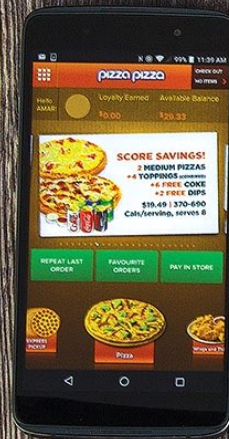
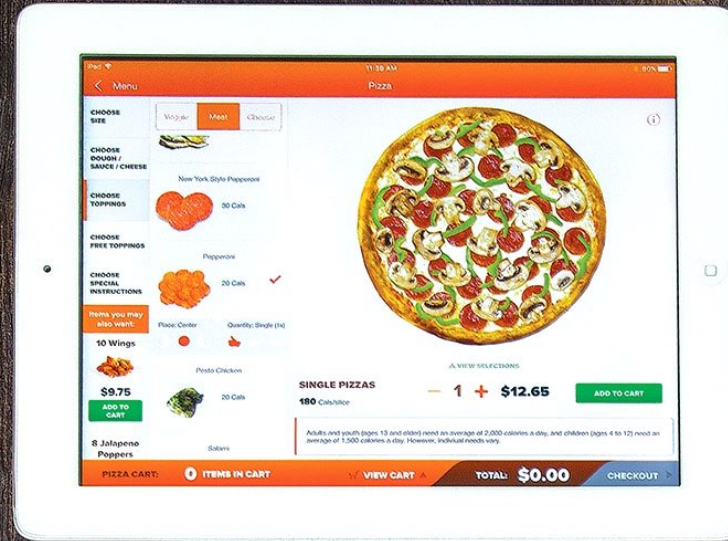
# PRODUCT INNOVATION

NEW PRODUCT LAUNCHES ARE KEY  
TO SALES BUILDING.



# TECHNOLOGICAL INNOVATION

PARTNERING INNOVATION WITH CONVENIENCE LEADS TO SALES GROWTH.



# POWERFUL BRANDS & MARKETING



# MOVIE NIGHT

Free

**2 FOR 1** CINEPLEX  
See the Big Picture™

MOVIE ADMISSION PASS WITH EVERY ONLINE OR MOBILE APP ORDER **\$13.99** OR MORE!



**pizza pizza.ca**



Free



## FAN FAVOURITE!

**LARGE PIZZA**  
+3 TOPPINGS  
+3 FREE COKE

**\$13.99**  
UPSIZE TO X-LARGE \$3.50

440-720 CALS/SERVING, SERVES 5



## SCORE SAVINGS!

**2 MEDIUM PIZZAS**  
+4 TOPPINGS (COMBINED)  
+6 FREE COKE

**\$19.49**  
UPSIZE TO LARGE \$5

# SOCIAL RESPONSIBILITY

OUR FUNDRAISING EVENTS HAVE RAISED OVER \$3,000,000 FOR VARIOUS CHARITIES INCLUDING THE CHILDREN'S MIRACLE NETWORK.





# ADVANTAGES OF PZA

- Royalty Structure
- High-yield Dividend Corp
- Sales Growth History
- Exceptional Brand Recognition
- Stable Quick Service Industry
- Strong cash position



