
FUTURE PLANS AND USE OF [REDACTED]

FUTURE PLANS

See “Business – Our growth strategies” for a detailed description of our future plans.

USE OF [REDACTED]

Assuming an [REDACTED] of [REDACTED] (being the mid-point of the [REDACTED] range of between [REDACTED] and [REDACTED]), we estimate that we will receive net [REDACTED] of approximately [REDACTED] from the [REDACTED] after deducting the [REDACTED] commissions and other estimated expenses paid and payable by us in connection with the [REDACTED] and assuming that the [REDACTED] is not exercised.

In line with our strategies, we intend to use our [REDACTED] from the [REDACTED] for the purposes and in the amounts set forth below:

- Approximately [REDACTED] of the net [REDACTED], or [REDACTED], will be used over the next two years to expand our store network. In the past few years, China’s pizza market has experienced robust growth, with its total market size growing from RMB22.8 billion in 2016 to RMB33.5 billion in 2019, representing a CAGR of 13.7%, according to the Frost & Sullivan Report. Although the size of the China pizza market fell slightly to RMB30.5 billion in 2020 as a result of the impact of the COVID-19 pandemic, China’s pizza market is expected to regain momentum in 2021 and continue to expand in 2022 and beyond, with its market size expected to grow from RMB36.4 billion in 2021 to RMB68.9 billion in 2026, representing a CAGR of 13.6%. There is significant whitespace in the China pizza market, which remains underpenetrated compared to countries with similar food cultures. For example, in 2021, there were only 10.9 pizza stores per million people in China, as compared to 28.1 and 28.3 in Japan and South Korea, respectively, according to the Frost & Sullivan Report. In light of this significant market opportunity, we believe our focused business model makes us well-positioned to capitalize on the fast-growing China pizza market, with our established brand awareness contributing to drive long-term growth. We will both deepen our penetration in existing cities and expand our presence to new cities. We will focus on opening stores in China’s Tier 1, New Tier 1 and Tier 2 cities, which have significant whitespace for growth, according to the Frost and Sullivan Report. Specifically, we plan to open approximately 120 and 180 new stores in 2022 and 2023 respectively, primarily in cities close to our three existing central kitchens located in Northern China, Eastern China and Southern China, as well as where our new central kitchens will be established. For details of our planned store network expansion, see “Business – Our growth strategies – Rapidly increase the number of our stores” and “Business – Our Domino’s Pizza store network – Growth of our store network”.

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We therefore plan to use [REDACTED] of the net [REDACTED] over the next few years to expand our store network by funding the initial capital expenditure of our new stores, which is approximately [REDACTED] per store. This initial capital expenditure primarily includes the design, renovation and decoration for the new stores. The table below sets out the expected capital expenditures for store openings in 2023 and 2024 that we intend to fund by utilizing the [REDACTED] of the [REDACTED]:

Year	Number of stores	Estimated investment amount <i>(HK\$ in millions)</i>	Percentage of net [REDACTED]
2023	180	[REDACTED]	[REDACTED]
2024	73*	[REDACTED]	[REDACTED]
Total	253	[REDACTED]	[REDACTED]

* Only consists of new store openings we plan to fund by utilizing the [REDACTED] of the [REDACTED].

The table below sets out the expected use of these initial capital expenditures by usage, based on historical amounts:

Usage	Percentage of initial capital expenditures
Design and construction	[REDACTED]
Procurement and installation of kitchen equipment and air conditioners	[REDACTED]
Procurement of computers and related IT software	[REDACTED]
Others	[REDACTED]
Total	100%

- The remaining balance of approximately [REDACTED] of the net [REDACTED], or [REDACTED], will be used for general corporate purposes.

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We estimate that we will receive from the [REDACTED] net [REDACTED], after deducting the [REDACTED] fees and estimated expenses payable by us in connection with the [REDACTED], in the amount as set out in the following table:

	Based on the low-end of the proposed [REDACTED] of [REDACTED]	Based on the middle-end of the proposed [REDACTED] of [REDACTED]	Based on the high-end of the proposed [REDACTED] of [REDACTED]
Assuming the [REDACTED] is not exercised	Approximately [REDACTED]	Approximately [REDACTED]	Approximately [REDACTED]
Assuming the [REDACTED] is exercised in full	Approximately [REDACTED]	Approximately [REDACTED]	Approximately [REDACTED]

To the extent that the net [REDACTED] from the [REDACTED] (including the net [REDACTED] from the exercise of the [REDACTED]) are either more or less than expected, we may adjust our allocation of the net [REDACTED] for the above purposes on a pro rata basis.

To the extent that the net [REDACTED] of the [REDACTED] are not immediately required for the above purposes or if we are unable to put into effect any part of our plan as intended, we will only place such funds as short-term deposits with licensed banks and/or authorized financial institutions (as defined under the Securities and Futures Ordinance or the applicable laws of the PRC). In such event, we will comply with the appropriate disclosure requirements under the Listing Rules.