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Domino's Pizza
达美乐比萨

DPC Dash Ltd
达势股份有限公司

(Incorporated in the British Virgin Islands with limited liability)

(Stock Code: 1405)

INSIDE INFORMATION PROFIT ALERT

This announcement is made by DPC Dash Ltd (the “**Company**”, together with its subsidiaries, the “**Group**” or “**we**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts for the year ended December 31, 2023 (“**FY2023**”) of the Group (the “**Management Accounts**”), as well as other relevant information currently available to the Board, the Group expects to record: (a) a total revenue of no less than RMB3,000 million for FY2023, representing a year-on-year growth of no less than 48% from approximately RMB2,020.8 million for the year ended December 31, 2022 (“**FY2022**”); (b) a net loss attributable to the equity holders of the Company of no higher than RMB29 million for FY2023, decreasing by no less than 87% from approximately RMB222.6 million for FY2022; and (c) an Adjusted Net Profit (non-International Financial Reporting Standards (“**IFRS**”) measure)¹ of no less than RMB8 million, as compared with an Adjusted Net Loss (non-IFRS measure) of approximately RMB113.8 million for FY2022.

Based on information currently available to the Board, the Board believes the Group’s strong operating results in FY2023 were mainly attributable to, among other things: (a) the expansion of our store network, as our total store count increased from 588 stores as at December 31, 2022 to 768 stores as at December 31, 2023; (b) the continuous revenue growth in the existing stores and strong sales performance of the new stores in our new growth markets in FY2023; and (c) further enhancement in our profit margin built on improvements in our operational efficiency at both the store and corporate levels throughout FY2023.

¹ We define “Adjusted Net Profit/(Loss)”, a non-IFRS measure, as profit/(loss) for the year and adding back fair value change of financial liabilities at fair value through profit or loss, share-based compensation and listing expenses.

In evaluating our business, we use non-IFRS measures such as Adjusted Net Profit/(Loss) as additional financial measures, which are not required by, or presented in accordance with, IFRS. We believe that these non-IFRS measures facilitate comparisons of operating performance from period to period and company to company. We believe that these measures provide useful information to investors and others in understanding and evaluating our results of operations in the same manner as they help our management.

We define Adjusted Net Profit/(Loss) as profit/(loss) for the year and adding back fair value change of financial liabilities at fair value through profit or loss, share-based compensation and listing expenses. Such non-IFRS financial measure enables the assessment of the Group's operating results without considering the impacts of the aforementioned non-cash items and one-off items that we do not consider to be indicative of the Group's operating performance in the future.

Our presentation of Adjusted Net Profit/(Loss) (non-IFRS measure), however, may not be comparable to similarly titled measures presented by other companies. The use of such non-IFRS measure has limitations as an analytical tool, and Shareholders and potential investors should not consider it in isolation from, or as substitute for analysis of, our results of operations or financial condition as reported under IFRS.

As at the date of this announcement, the Company is still in the process of finalizing the annual results of the Group for FY2023. The information contained in this announcement is therefore only based on a preliminary assessment of the Management Accounts and other relevant information currently available to the Board. Such Management Accounts have neither been confirmed nor audited by the Company's independent auditor, nor reviewed by the audit committee of the Company and are subject to finalization and necessary adjustments (if any). As such, the actual annual results of the Group for FY2023 may be different from the disclosure in this announcement. Shareholders and potential investors are therefore advised to read carefully the annual results announcement of the Company for FY2023, which is expected to be published before the end of March 2024.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
DPC Dash Ltd
Frank Paul KRASOVEC
Chairman

Hong Kong, March 4, 2024

As of the date of this announcement, the Board comprises Ms. Yi WANG as executive Director, Mr. Frank Paul KRASOVEC, Mr. James Leslie MARSHALL, Mr. Zohar ZIV, Mr. Matthew James RIDGWELL and Mr. Arthur Patrick D'ELIA as non-executive Directors and Mr. David Brian BARR, Mr. Samuel Chun Kong SHIH and Ms. Lihong WANG as independent non-executive Directors.