FIGURE 1

...Reinventing our pizza from the crust up
New & Inspired Research Design

1. Dough Development
2. Sauce Development
3. Cheese Development
4. Crust Development
5. Experimental Designs (36 Combinations)
6. Heavy User Research
7. Kids Research
8. Satiety Research
9. Determine Winning Product

FIGURE 2

U.S. GROWTH CONTINUES TO BE BEST IN CLASS

Top 10 QSR Brands Average Same Store Sales
2010-Q3 2017

Source: Technomic Top 10 Public QSR companies
Comparable calendar quarters (SBUX)
Results: Company filings and Bloomberg
International sales exclude the impact of foreign currency exchange rate changes.