



MEDIA RELEASE

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Pizza-by-drone testing reaches next phase in New Zealand

Domino's Pizza Enterprises Ltd (Domino's) and drone delivery partner Flirtey have started comprehensive testing and trials in New Zealand, preparing for the launch of the world's first pizza-by-drone delivery service, DRU Drone by Flirtey.

The rigorous drone delivery testing is simulating customer homes and neighbourhoods at a secret site south of Auckland.

New Zealand has proven to be a fertile ground for the drone delivery testing, with the flights being conducted as demonstrations, in full compliance with Part 101 of the Civil Aviation Regulations.

Flirtey and Domino's are testing to ensure customers' orders meet the highest food quality standards, ahead of the next stage of testing, delivering by drone to customers' houses in the near future.

Domino's Group CEO and Managing Director, Don Meij, said the two companies are taking everything into consideration during testing, including weather, wind and air temperature, so the freshest pizza arrives to customers' doorsteps at the perfect temperature.

"A large part of our focus has been on our product quality, we will introduce a drone delivery service that enhances our market-leading delivery and we're confident DRU Drone by Flirtey will allow us to meet and exceed our customers' expectations," Mr Meij said.

"Flirtey and Domino's are conducting daily drone delivery testing including the final adjustments to our proprietary hardware and software to perfect the service so that we deliver the highest quality experience to customers," said Matt Sweeny, CEO of Flirtey.

"The next step in Flirtey's partnership with Domino's is drone-to-home delivery for customers" said Matt Sweeny, CEO of Flirtey.

Flirtey and Domino's teamed up for a successful DRU Drone by Flirtey pizza delivery in August in Auckland.

"We are working to ensure safety and quality is a priority during the trials and are confident our customers will be excited that DRU Drone by Flirtey will be delivering their pizzas from our store to their door," said Mr Meij.

Domino's does not anticipate any shortage of customers when they start with trials to customers. The Company's recent GPS Driver Tracker Polls revealed that 70 per cent of customers would use DRU Drone by Flirtey for their deliveries if given the opportunity.

"We are receiving an overwhelming number of customers requesting their delivery be made via DRU Drone by Flirtey and we look forward to making this a reality soon," Mr Meij said.



The use of DRU Drone by Flirtey as a delivery method is designed to work alongside Domino's current delivery fleet and ultimately will be fully integrated into online ordering and GPS systems.

“Domino's is all about providing customers with choice and making customers' lives easier. Adding innovation such as drone deliveries means customers can experience cutting-edge technology and the convenience of having their pizza delivered via air to their door. This is the future.”

About Domino's Pizza Enterprises Ltd:

Domino's Pizza Enterprises (DPE) was Australia's first publicly-listed pizza company and is the master franchisor for the Domino's brand in Australia, New Zealand, Belgium, France, The Netherlands, Japan and Germany. Across these seven markets, DPE and its franchisees operate over 2,000 stores. For more information, visit www.dominos.co.nz

About Flirtey:

Flirtey is the world's leading drone delivery service, with a mission to save lives and change lifestyles by making delivery instant. The startup has worked with NASA, and top universities to create the technology and logistics systems for a mass-market drone delivery network. Flirtey was also the first company to conduct an FAA-approved delivery in the U.S., the first to perform a fully autonomous drone delivery to a home and the first to launch a commercial drone delivery service. Flirtey's landmark achievements have been recognised by the Smithsonian Institution for display at its Air and Space Museum, which accepted a Flirtey drone to join other iconic American aircraft, including the Space Shuttle Discovery and the Wright Flyer, on display at the museum. Learn more at www.flirtey.com

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