Product Mix

CATEGORY	MIX PERCENT
PIZZA	50
SUBS	11
BEVERAGES	9
APPETIZERS	9
WINGS	8
SALADS	7
DESSERTS	5
CALZONES	1

DONATOS PIZZA
Every piece is important.™

Donatos Marketing Funds Allocation

- Franchise partners are required to commit a minimum spend on marketing based on net sales. There are 32 franchise partners in the Donatos system
- 20% of this commitment is allocated to NAF (National Advertising Fund) 80% to local marketing
- NAF funds are applied to the creation of media content, POP materials and tech fund to support online ordering
- There are 5 DMAs that have official coops – Columbus, Dayton, Indianapolis, Cincinnati and Cleveland
  - In these markets all stores contribute equal percent of sales into the coop fund
  - Coop agrees upon channels to invest
  - Print is not executed at coop level, this is done by individual partner
- All other partners regardless of number of stores within a DMA do not participate as a coop but spend is required individually.

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Current Budgeted Media Mix Average

CHANNEL	COOP	NON COOP
BROADCAST	35%	0
SPONSORSHIP	10%	0
DIGITAL	40%	75%
PRINT	15%	15%
OOH	0	5%
RADIO	0	5%

** Organic social is executed by the brand. Includes – Facebook, Instagram, Twitter and TikTok

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