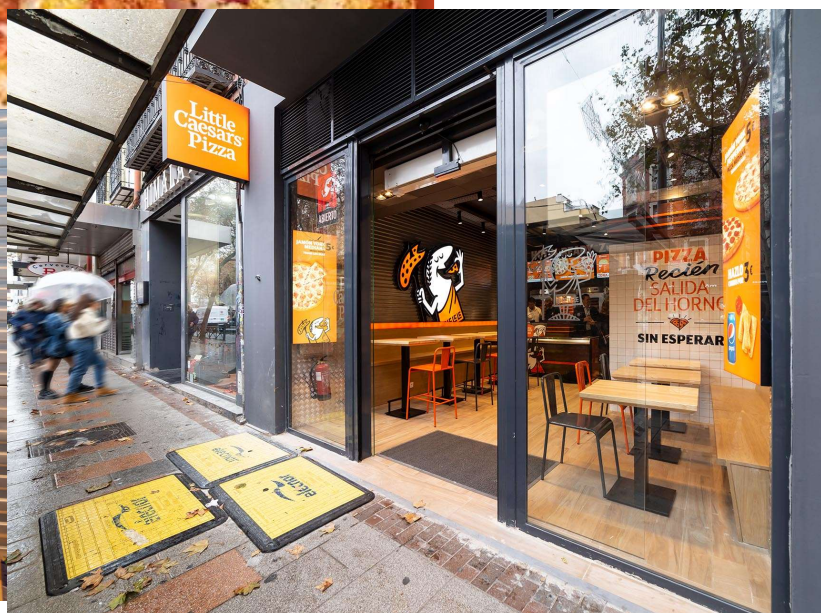




Meet the world's  
**THIRD LARGEST  
PIZZA CHAIN<sup>1</sup>**



<sup>1</sup>Third largest pizza chain in the world – based on net number of stores in 2020

The information in this presentation is the confidential property of Little Caesar Enterprises, Inc. Any other use, copying or disclosure is strictly prohibited.”



# IT ALL BEGAN IN GARDEN CITY, MICHIGAN IN 1959



Mike and Marian invested their \$10,000 life savings toward opening the first Little Caesars restaurant in 1959. To accelerate the growth of the business, they franchised their first operation in 1962, creating an opportunity for thousands of franchisees to join their Little Caesars family.



**“Always strive to be the best – not necessarily the biggest, but the best.” MIKE ILITCH, FOUNDER**

# Ilitch Holdings, Inc.

## FAMILY OF COMPANIES



Little Caesars®

**BLUE LINE**  
DISTRIBUTION



**OLYMPIA**  
ENTERTAINMENT

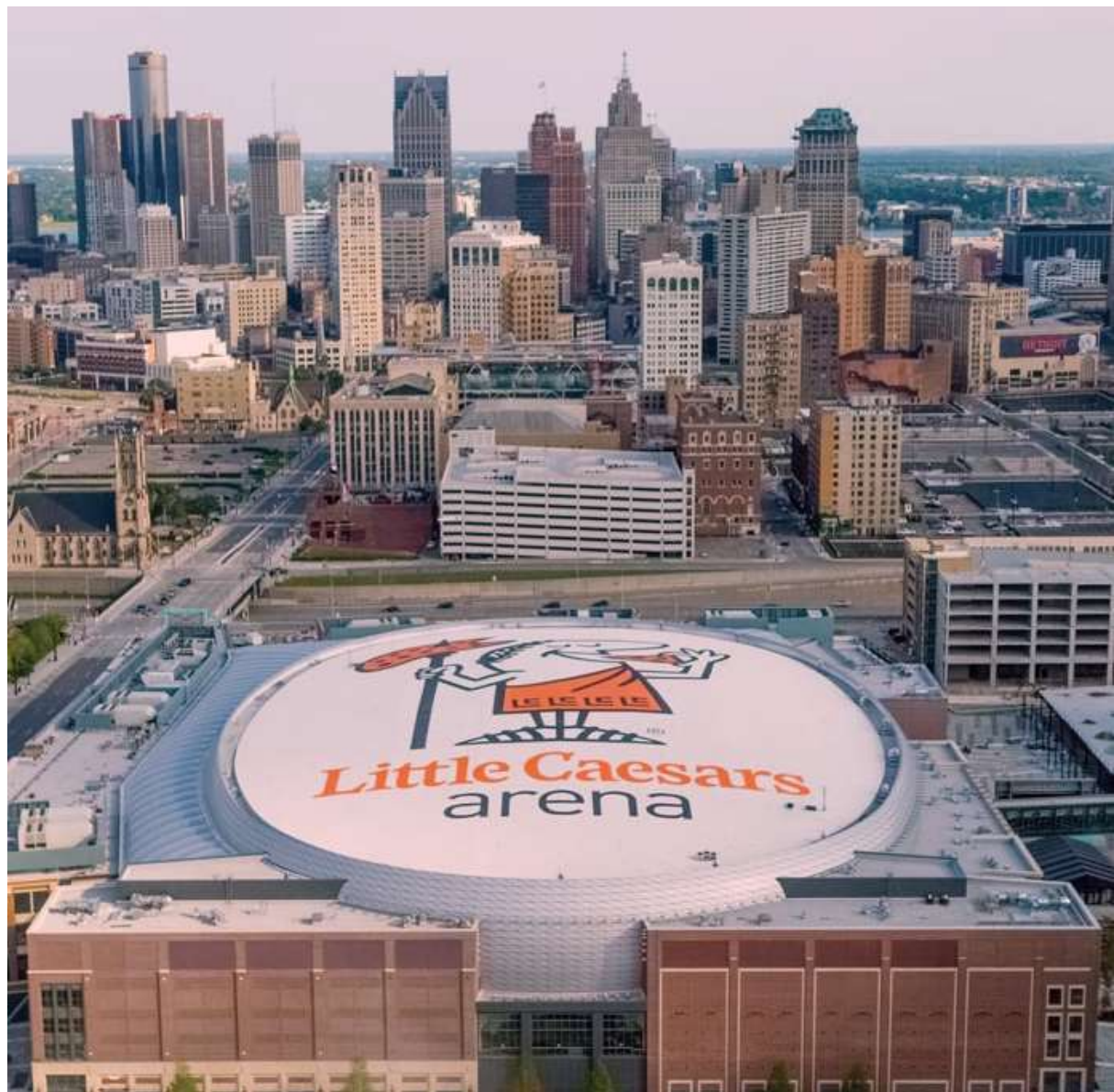
**OLYMPIA**  
DEVELOPMENT  
OF MICHIGAN

**Champion**  
FOODS

Little Caesars  
**Pizza-Kit**  
Fundraising  
Program  
a family company

((313))  
PRESENTS

*MotorCity*  
CASINO • HOTEL





# A CULTURE OF INNOVATION

**BLUE LINE**  
DISTRIBUTION



## Established 1977

The high costs of mushrooms led to the creation of Little Caesars Mushroom Farms in 1971, which led to the creation of Blue Line Food Distribution in 1977 which supplies all Little Caesars stores.



## Established 1978

Pizza Pride Conveyor Oven debuts cooking pizzas perfect every time.



## Established 2004

Hot-N-Ready: classic Little Caesars pizzas ready whenever a customer walks into a store.



## Established 2018

Reserve-N-Ready launched with the ability to mobile order your favorite or custom pizzas and reserve a time using Pizza Portal™ Pickup.



# MARKET ENTRY OVER THE LAST FEW YEARS



# THREE PILLARS OF OUR BUSINESS



## VALUE



### PRICE LEADERSHIP

Typically lower in  
price than the closest  
chain competitor

## CONVENIENCE



### HOT-N-READY®

Pizza hot out of the oven  
and ready when  
the customer walks in

## QUALITY



### QUALITY INGREDIENTS

Dough made fresh daily  
in the restaurants  
Fresh packed sauce





## **HOT-N-READY TRANSFORMED THE PIZZA INDUSTRY**

**Consumers are pressed for time like never before. That's why the Little Caesars Hot-N-Ready® platform has transformed the pizza industry, allowing consumers to get what they want without the wait. No other pizza chain does that.**





# VALUE IN THE MARKETPLACE



**USA**  
\$5



**SPAIN**  
5 Euros



**CANADA**  
\$5.99



**Singapore**  
\$7.99



We have received this award for 14 consecutive years, beginning in 2007.

We are a VALUE brand in every country we have a presence in.

*Highest Rated Chain – Value for the Money” based on a nationwide survey of national quick-service restaurant customers conducted by Sandelman & Associates, 2007-2020.*

# **Global Franchise AWARDS 2021**

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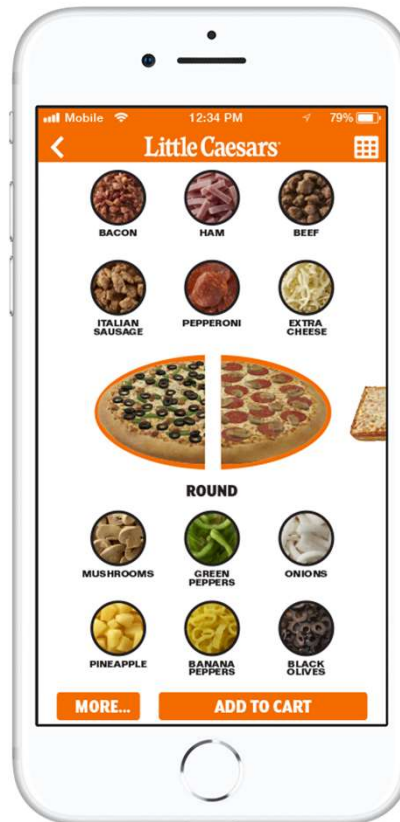
## **CATEGORY WINNER**

**Best Food & Drink Franchise**

Named “Best Food and Drink Franchise” by the 2021 Global Franchise Awards  
Presented by Global Franchise Magazine



# PROPRIETARY TECHNOLOGY



\*available in selected markets.

# AWARD WINNING TECHNOLOGY



## MARKETING AND IT INNOVATION AWARD FRANCHISE HALL OF FAME

International Franchise Association



## BREAKOUT TECHNOLOGY AWARD

Multi Unit Restaurant Technology Conference



## APPLIED TECHNOLOGY AWARD

QSR Magazine



## KITCHEN INNOVATIONS AWARD

National Restaurant Association



# 3 DISTINCT WAYS FOR CONSUMERS TO GET LITTLE CAESARS PIZZA



**HOT-N-READY**



**PIZZA PORTAL**



**DELIVERY**



# GIVING CUSTOMERS THE QUALITY THEY DESERVE



*Dough*  
**MADE FRESH  
IN EVERY STORE**  
Every Day



**ALWAYS  
100% NATURAL**  
*Cheese*



*Sauce*  
made from crushed  
**VINE RIPENED  
TOMATOES**



# A SIMPLE MENU



**Allows the ability to provide quality products at a low cost, ready when the customer walks in**



## **CLASSIC**

**Large, single topping pizza available at a low price, hot out of the oven and ready when you are.**

## **CRAZY BREAD®**

**Eight warm sticks of freshly baked bread topped with the flavors of butter and garlic then sprinkled with parmesan cheese**



## **CAESAR WINGS®**

**Lightly seasoned oven roasted wings in a variety of flavors: Oven Roasted, Buffalo, BBQ, and Spicy BBQ**



***Additional side items and pizza innovations to fit your local market***

## MENU TAILORED TO CONSUMER PREFERENCE



**SINGAPORE - BBQ CHICKEN**



**PHILIPPINES - ULTIMATE SUPREME**



**MEXICO - CRAZY CRUNCH**



**INDIA - TIKKA MASALA**



**INDIA - PIZZA PUFFS**



**SPAIN - JAMON YORK**





 **India**



 **Singapore**



 **Spain**

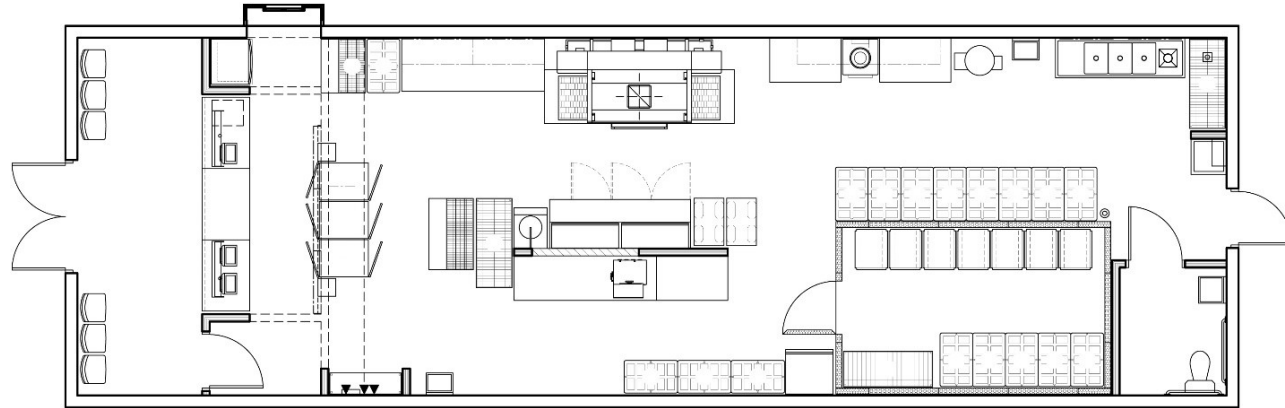


 **Mexico**

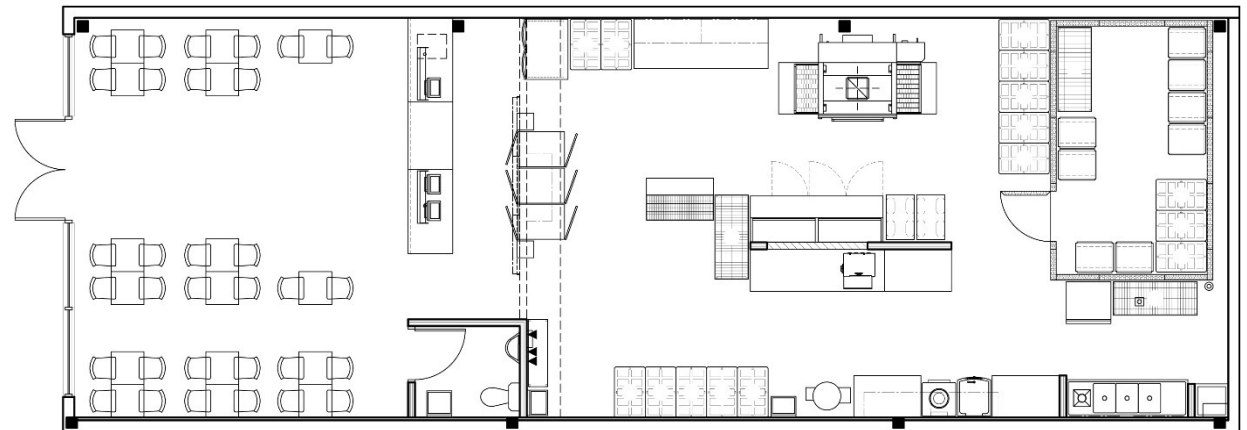
# FLEXIBLE STORE LAYOUTS



**CARRY-OUT LAYOUT**  
(75 SQUARE METERS)



**LIMITED SEATING LAYOUT**  
(115 SQUARE METERS)



Flexible store layout options  
to ensure the layout works  
for their market



# WE WORK CLOSELY WITH OUR FRANCHISEES



When you become a part of the Little Caesars franchisee family, we provide a support team around the globe

## MORE THAN TWO-THIRDS OF INTERNATIONAL FRANCHISEES HAVE BEEN WITH US +10 YEARS

*“Thanks to LCE Training, our Managers have been able to achieve maximum results in leadership skills as well as in helping our team members execute operations correctly. Through the continual training efforts, Little Caesars Honduras is synonymous with quality and speed of service.”*

***Sandra Panting***

*Director - Operations,  
Little Caesars Franchisee, Honduras*



# SUPPORT STRUCTURE



**SUPPLY CHAIN**



**MARKETING**



**TRAINING**

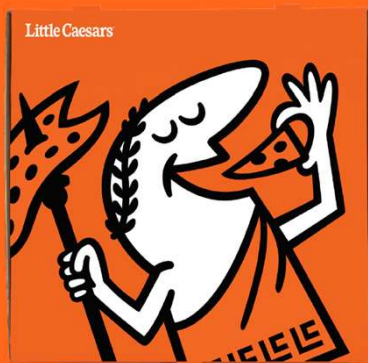


**OPERATIONS**



**ARCHITECTURE**

**LITTLE CAESARS  
HAS ACHIEVED  
THIS RAPID  
GROWTH AROUND  
THE WORLD  
BECAUSE OF A  
GREAT BRAND!**



# STEPS TO BECOMING A LITTLE CAESARS AREA DEVELOPER



**Share our ideas  
about values and  
corporate culture**



**Experience in owning  
and operating multi-unit  
restaurant business**



**Sufficient financial resources to  
scale aggressively by opening  
multiple stores, with \$1.5  
million in liquid assets**



**Access to highly  
preferred real estate,  
schedule of 10+ stores  
in five years**



**Organization structure to  
support, own and operate  
a network of multiple  
restaurants**



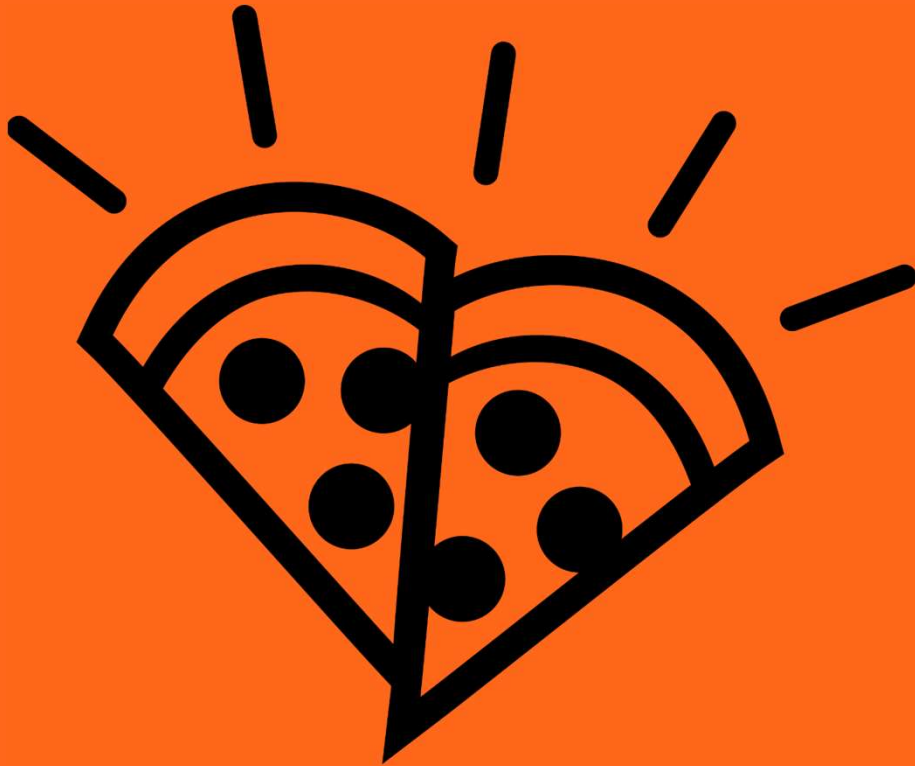
**A long-term strategic  
vision for developing  
the Little Caesars brand**





**WE ARE THE RIGHT  
BUSINESS OPPORTUNITY FOR  
ORGANIZATIONS LIKE YOURS**

Becoming a Little Caesars Pizza franchisee offers an opportunity to diversify your portfolio and grow your enterprise value with an industry leading pizza brand with a proven recipe for success.



**FOLLOW UP QUESTIONS  
OR TO SET A ONE-ON-ONE  
DISCUSSION**

**MIKE THERRIAN  
MTHERRIAN@LCECORP.COM**