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## **Papa John's Opens 100th Restaurant in Russia**

LOUISVILLE, Ky.--(BUSINESS WIRE)-- [Papa John's International, Inc.](#) (NASDAQ:PZZA), the world's third largest pizza delivery company is pleased to announce the opening of the 100<sup>th</sup> Papa John's restaurant in Russia. The brand has experienced significant growth in Russia opening more than 32 locations in the past year alone. The 100th restaurant is located in St. Petersburg.

The brand has been expanding rapidly since its entrance in Russia in 2003 by opening new restaurants not only in Russia, but also across a vast territory from Siberia to Central Europe. Currently there are 60 corporate-owned restaurants and 40 franchise restaurants in Russia. Over the last eight years, the company experienced a steady double-digit growth year-after-year. Russia's 100<sup>th</sup> Papa John's is located in St. Petersburg at Maliy Prospekt Vasilievskiy Ostrov, bld. 22. The restaurant is one of the more expansive locations in Russia with approximately 193 square metres and 36 comfortable seats.

"The opening of the 100<sup>th</sup> Papa John's Pizza restaurant in Russia is a big milestone for both the Russian market and for the International business as a whole. It confirms the brand's attractiveness in the market and high potential for further development. I am thankful to all our franchisees for their confidence. Papa John's actively chooses each franchisee in Russia to partner with and appreciates their passion and loyalty to the brand," stated Christopher Wynne, the President and CEO of Papa John's Russia and PJ Western Company. "Papa John's strives to provide the highest level of quality and service in the pizza category. We firmly believe that a better product and a strong relationship with our partners - franchisees, team members, and suppliers - are essential. If the relationship is strong and reliable, no matter how small the business is, it will be successful. Here at Papa John's we don't race for rapid restaurant growth, instead we focus on growing our Pizza Family and staying true to our BETTER INGREDIENTS. BETTER PIZZA. brand promise.

"BETTER INGREDIENTS. BETTER PIZZA. isn't just a slogan, it's a way of life at Papa John's. Papa John's has invested more than five million US dollars in the development of Russian agricultural producers since August 2014. These investments enable the brand to leverage local suppliers and ensure the freshest ingredients are delivered to all Papa John's restaurants. Additionally, all suppliers pass several levels of quality control, from regional to international standards."

Papa John's in Russia continues to develop its e-commerce business. More than 75% of all orders are placed online and the brand will continue to focus on improving its digital customer experience including its website, mobile apps and other business tools in 2017.

Papa John's plans to increase the number of restaurants up to 150 in Russia by the end of 2017.

### ***About the company:***

#### ***Papa John's in Russia***

PJ Western owns the Master Franchise rights for Russia and Belarus. It operates over 111 restaurants in total in the former Soviet Union with over 60 restaurants owned directly by the company and over 51 franchises from Siberia to Minsk in cities of Angarsk, Vladimir, Irkutsk, Kazan, Kemerovo, Minsk, Yekaterinburg, Krasnodar, Krasnoyarsk, Novosibirsk, Samara, Tver, Togliatti and Tomsk, Sochi.

Christopher Wynne took over ownership of the Company in 2008 when the business had 4 restaurants in operation. The Company has grown to be one of the largest franchise businesses of Papa John's International worldwide.

Christopher Wynne, is a native of Colorado, USA, but moved to Moscow in 2002 to begin his career as an entrepreneur in

Russia.

The first "Papa John's" restaurant opened in Russia in December 2003. Papa John's franchise in Russia employs over 2,000 people across Russia and operates over 1,000 delivery cars.

### **Papa John's International**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. Chairman, Founder and CEO, "Papa" John Schnatter founded the company 33 years ago. The company has more than 5,000 restaurants globally in more than 45 countries, including Canada, India, Venezuela, UK, Egypt, Saudi Arabia, China, France, Spain, the Netherlands and Turkey.

BETTER INGREDIENTS. BETTER PIZZA. PAPA JOHN'S. Join the Papa John's Pizza Family at [www.papajohns.com/franchise](http://www.papajohns.com/franchise).

### **About Papa John's**

Headquartered in Louisville, Kentucky, Papa John's International, Inc. (NASDAQ: PZZA) is the world's third-largest pizza delivery company. For 15 of the past 17 years, consumers have rated Papa John's No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI). Papa John's is the Official Pizza Sponsor of the National Football League, the Official Pizza of Major League Baseball and the Official Pizza Partner of the National Hot Rod Association (NHRA). For more information about the company or to order pizza online, visit Papa John's at [www.papajohns.com](http://www.papajohns.com). Also visit us on Facebook at [www.facebook.com/PapaJohns](http://www.facebook.com/PapaJohns), Twitter at <http://twitter.com/PapaJohns>, YouTube at [www.youtube.com/user/papajohns](http://www.youtube.com/user/papajohns), Instagram at [instagram.com/papajohns](http://instagram.com/papajohns), and Pinterest at [www.pinterest.com/papajohnspizza](http://www.pinterest.com/papajohnspizza). Looking to be a part of something Better? Join the Papa John's Pizza Family at [www.papajohns.com/careers/](http://www.papajohns.com/careers/) and [www.papajohns.com/franchise](http://www.papajohns.com/franchise).

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