

DISCLAIMER

THIS IS NOT A SOLICITATION TO INVEST

This presentation is provided for general information purposes regarding potential future commercial real estate location development. This presentation is not a solicitation to invest in, or a solicitation of an offer to invest in, Sally's Apizza, Lineage, or any affiliated locations or businesses. This information is not for any investment related purpose and is not to be relied upon for any investment decision or to be considered an investor communication.

This presentation contains forward-looking statements. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts. These statements are often, but not always, made through words or phrases such as "aim", "anticipate", "believe", "estimate", "expect", "forecast", "goal", "next", "possible", "potential", "projection", "plan", "coming", "opening", "intend", "seek", "may", "can", "can have", "will", "should", "could", "likely", as well as the inverse thereof and similar words, phrases or expressions. All statements other than statements of historical or current facts are forward-looking statements subject to future uncertainties and no material reliance should be placed on them. All forward-looking statements are qualified in their entirety by this disclaimer, and we undertake no obligation to update these statements.

This presentation and all other company materials are considered proprietary in all aspects and are subject to our copyright, all rights reserved. While we believe information contained herein has been obtained from reliable sources, there can be no assurance of its accuracy or completeness.

PIZZA IS OFTEN RANKED BY CONSUMERS AS THEIR #1 FOOD

93%

of Americans
Eat Pizza

40,000,000

AMERICANS

Are Eating Pizza

EVERY DAY

US Department of Agriculture

UNIQUE HISTORY

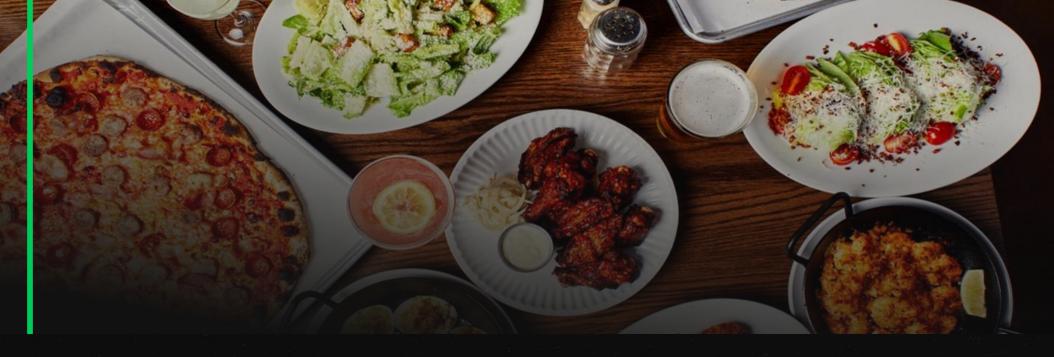
Sallys APIZZA°

WAS FOUNDED IN NEW HAVEN, CT
BY SALVATORE "SALLY" CONSIGLIO IN 1938

UNIQUE PIZZA

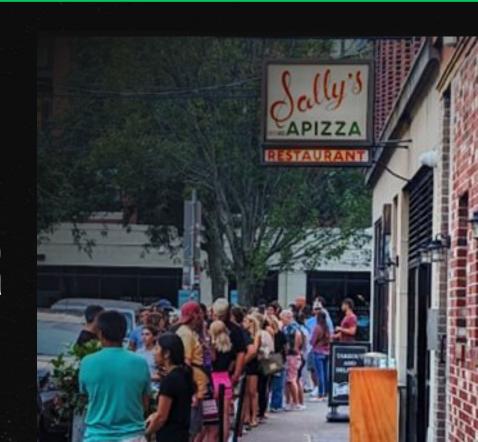
- **3,000** ° **F Oven Flame** Melds Ingredients
- Cheese Blend is Freshly Shredded
- Sauce Recipe Bursts with Flavor
- Crust is Both Crispy and Chewy





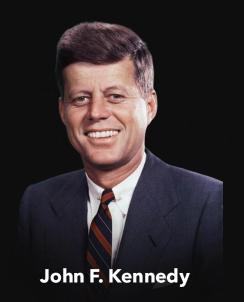
Sally's APIZZA°

IS A CULINARY ICON AND EXPERIENTIAL LEADER



Sally's FANS INCLUDE THE MOST ICONIC CELEBRITIES









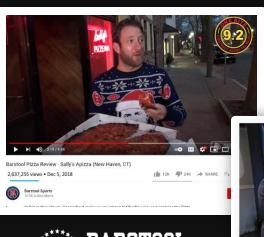




#1 PIZZA REVIEWER DAVE PORTNOY

Sally's is his favorite of all time

Portnoy media presence has enormous reach







Portnoy lists Sally as his #1 favorite

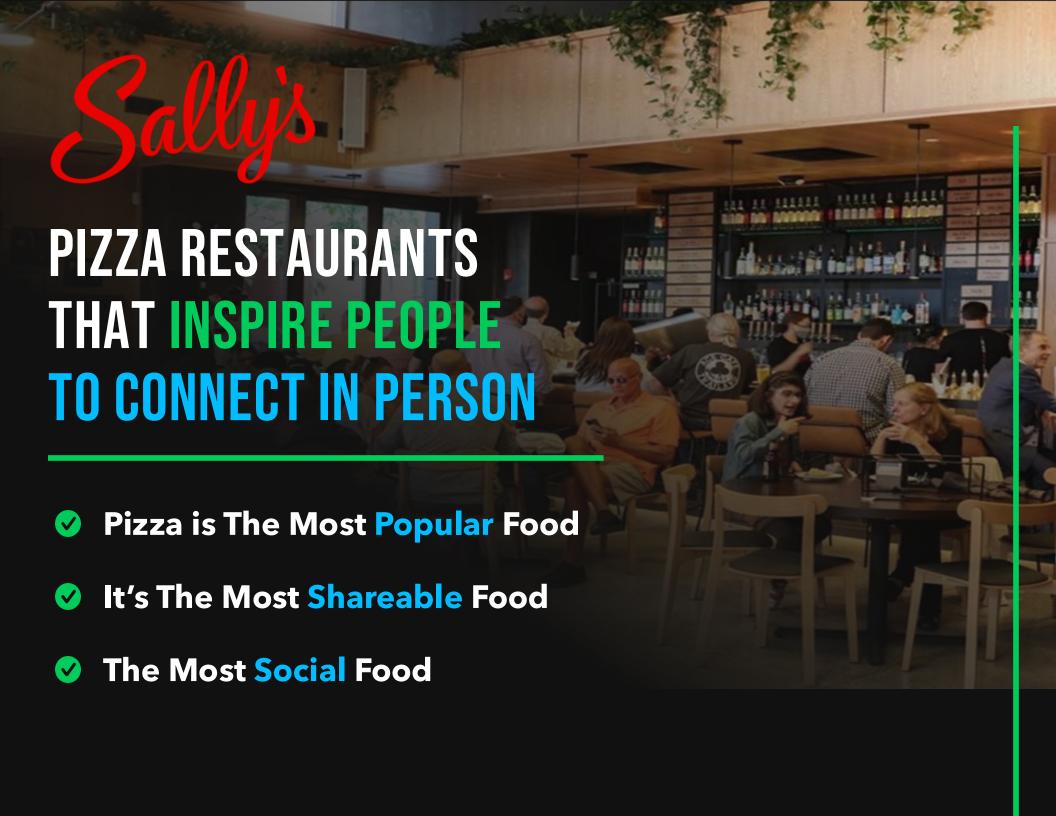


Dave Portnoy
@stoolpresidente

In honor of National Pizza Day here are my official Top 10 pizza places in the world.

DAVE PORTNOY'S ACTUAL TOP 10 PIZZA PLACES

SALLY'S APIZZA	NEW HAVE
2. JOHN'S OF BLEECKER STREET	NEW YORK, NY
3. LUCALI	BROOKLYN, NY
4. REGINA PIZZERIA	BOSTON, MA
5 . DE LORENZO'S TOMATO PIES	ROBBINSVILLE, NJ
6. LUIGI'S PIZZA	BROOKLYN, NY
7. JOHNNY'S PIZZERIA	MOUNT VERNON, NY
8. CONTE'S PIZZA & BAR	PRINCETON, NJ
9. DELUCIA'S BRICK OVEN PIZZA	RARITAN, NJ
10. ANGELO'S PIZZERIA	PHILADELPHIA, PA
THE RESERVE AND ADDRESS OF THE PARTY OF THE	



stamford advocate

New Haven favorite Sally's Apizza bursts onto Stamford's food scene "like something out of a movie"



Verónica Del Valle Oct 7, 2021



FIRST NEW LOCATION LAUNCHED IN STAMFORD, CT

Sally's APIZZA°

NEW LOCATION MOMENTUM

Our current and anticipated development locations

WETHERSFIELD

FAIRFIELD FAIRFIELD

STAMFORD STAMFORD

NEW HAVEN NEW HAVEN

2024

WOBURN

FOXWOODS

ROOSEVELT FIELD

DANBURY

WEYMOUTH

CONCORD

SOUTH WINDSOR

BOSTON SEAPORT BOSTON SEAPORT

NEWINGTON NEWINGTON

DORCHESTER DORCHESTER

NORWALK NORWALK

FARMINGTON FARMINGTON

WETHERSFIELD WETHERSFIELD

WOBURN WOBURN

FAIRFIELD FAIRFIELD

STAMFORD STAMFORD

NEW HAVEN NEW HAVEN

2025 2026

NEW HAVEN

2020

NEW HAVEN

STAMFORD

2021

2022

NEW HAVEN

FAIRFIELD

STAMFORD

2023

WOBURN

Sallys IS NOW DEVELOPING MULTIPLE LOCATIONS



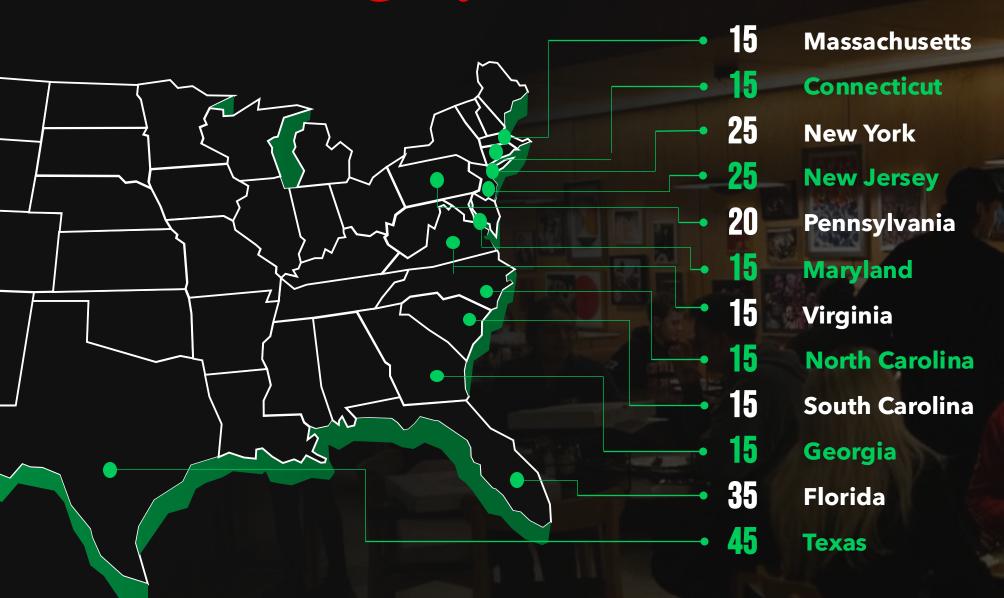


Sally's Apizza opening new location in Massachusetts

Sally's is expanding past Wooster St. into several more locations in Connecticut and the Boston area.

STRATEGIC LOCATION GOALS

TARGET NUMBER OF Sally's BY STATE



PLANNED NORTHEAST DEVELOPMENT MARKETS

Representative Potential Sallys Markets





Chestnut Hill, MA

Hingham, MA

Lynnfield, MA

Cranston, RI

Mashantucket, CT

Paramus, NJ

Garden City, NY

PLANNED FLORIDA DEVELOPMENT MARKETS

Representative Potential Sally Markets





Miami

Coral Gables

Aventura

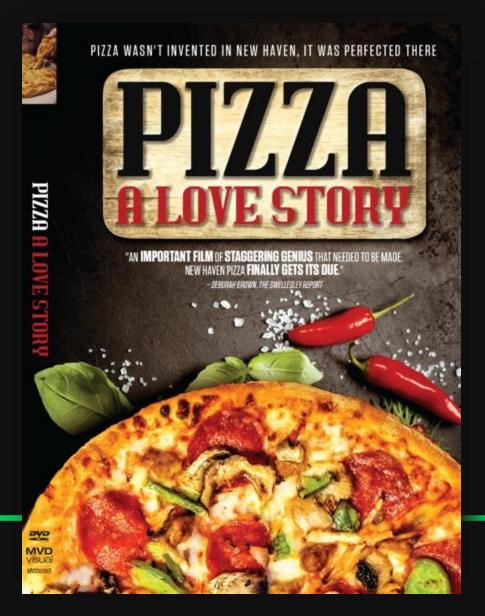
Fort Lauderdale

Boca Raton

Delray Beach

West Palm Beach

Palm Beach Gardens



PIZZ A LOVE STORY"

ABOUT Sally's **AND NEW HAVEN PIZZA**

Viewed by **Millions** on Amazon Prime, PBS and Jet Blue

amazon prime PBS jetBlue



THAT PEOPLE STAND IN LINE FOR





WHAT DEFINES GREAT PIZZA

- It dances with flavor
- Lights up the senses
- You crave it the next day

SO GOOD THAT PEOPLE STAND IN LINE FOR IT

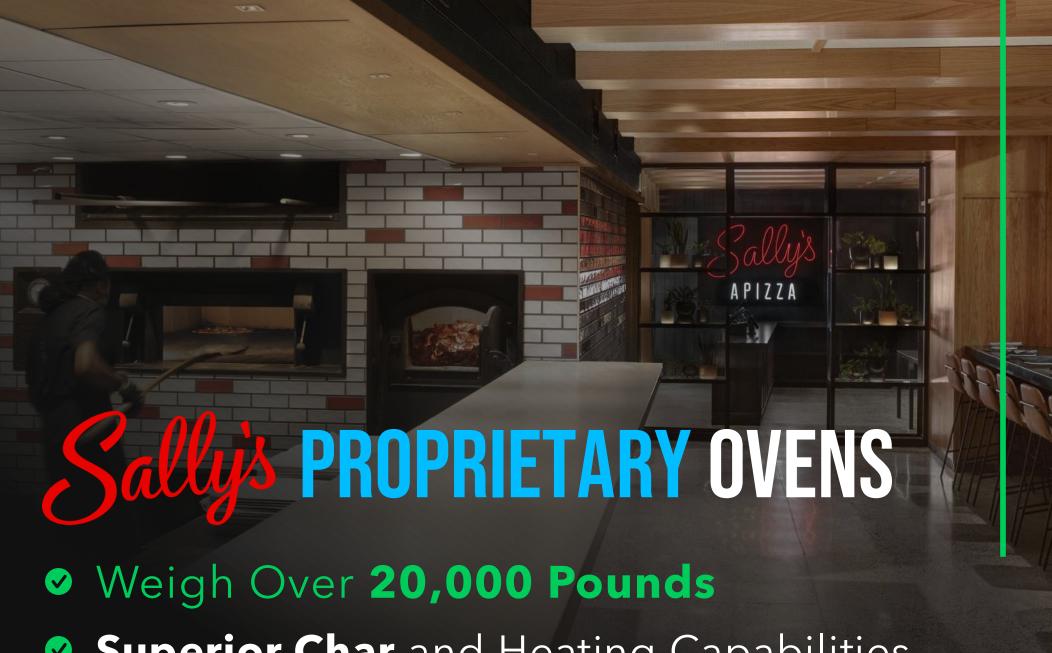




Reimagining What A Pizza Restaurant Can Be







- Superior Char and Heating Capabilities
- Create Unique Craveable Artisan Pizza



WOBURN, MA OPENED 2023



THE BOSTON GLOB

The toughest seat in town? It's at a Woburn pizzeria.



Mozzarella and tomato sauce pizza at the newly opened Sally's Apizza in Woburn. LANE

By Kara Baskin, The Boston Globe updated on January 4, 2024 f X

 \sim



The toughest table in town these days? No, it's not at a swanky downtown restaurant — it's at Sally's Apizza. The celebrated, 85-year-old New Haven pizzeria opened its first Massachusetts location in Woburn in December, with lines out the door and around the block. I know; I saw them every time I scooted into HomeGoods next door to do my holiday shopping.









WETHERSFIELD, CT OPENED 2024











BOSTON SEAPORT, MAIN DEVELOPMENT 2025















WE BELIEVE IN THE POWER OF HOSPITALITY MOMENTUM



Provide enthusiastic people with an enjoyable place to work and it leads to guests having great experiences



This positive circle of momentum benefits everyone in our ecosystem



Sally's MISSION

1,000 CRAVEABLE PIZZA DESTINATIONS NATIONWIDE

- Hand-Crafted Artisan Pizza
- Inspiring Design
- Elevated Hospitality





PARTNERED WITH MOSELEY GROUP TO MAINTAIN QUALITY AS WE GROW

Highlights: Culinary Systems, Design & Technology

We Worked Closely with Moseley Group Engineering and Developing these Systems

SYSTEMS ENGINEERED

- Business Diagnostics
- Brand Strategy
- Market & Consumer Insights
- Opportunity Analysis & Sizing
- Menu Analysis
- Menu Optimization
- Culinary Research & Development
- Supply Chain Analysis
- Graphics & Communications
- Identity
- Packaging
- Industrial Design
- Oven Design
- IP Creation
- Kitchen Layout & Equipment
- Labor & Efficiency
- Process Systems
- Time & Motion
- Throughput Analysis
- Digital Optimization
- BOH & FOH Integrations
- Online/Mobile Ordering Solutions
- Delivery Systems

TOP BRANDS ENGINEERED BY MOSELEY GROUP

















































































Sally CHOSEN BY MEDIA PLATFORM THE INFATUATION TO HEADLINE PREMIER EVENT

MARKETS

JPMorgan to Buy Restaurant-Discovery Service the Infatuation

Deal is the bank's latest effort to cater to big spenders who like to travel and dine out

By AnnaMaria Andriotis Follow and Benjamin Mullin

Follow

Updated Sept. 9, 2021 at 1:46 pm ET



THE GROWING Sally's PHENOMENON IS FEATURED IN

The New York Times Forbes The Washington Post





abc F(1)X





The Boston Blobe



Sally's NATIONWIDE GROWTH POTENTIAL

THERE ARE CURRENTLY OVER 75,000 PIZZA RESTAURANTS IN THE U.S.

This Presents a Large Enough Market for Over 1,000 Sally Locations



A P I Z Z A°

