



WE'RE TRANSFORMING THE DINE-IN PIZZA LANDSCAPE

Building the Restaurant Chain

Pizza Lovers Always Wanted



Securities offered by Ceros Financial Services, Inc. Member FINRA/SIPC

DISCLAIMER

THIS IS NOT A SOLICITATION TO INVEST

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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.

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PIZZA IS OFTEN
RANKED BY
CONSUMERS AS
THEIR **#1** FOOD

US Department of Agriculture



40,000,000

AMERICANS
Are Eating Pizza
EVERY DAY

UNIQUE HISTORY

Sally's A PIZZA®

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



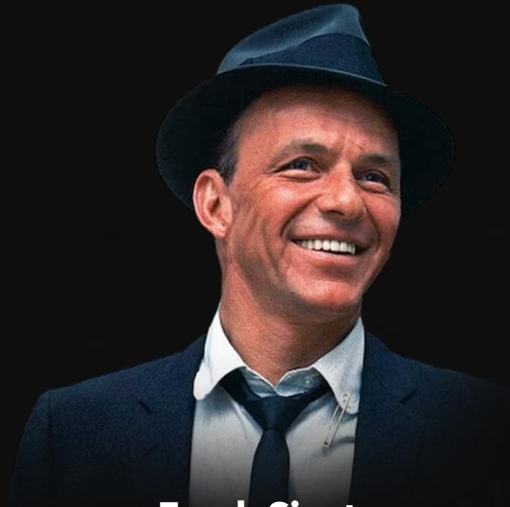


Sally's A PIZZA®

IS A **CULINARY** ICON AND
EXPERIENTIAL LEADER



Sally's FANS INCLUDE THE MOST **ICONIC CELEBRITIES**



Frank Sinatra



John F. Kennedy



Paul Newman



Conan O'Brien



Gwyneth Paltrow

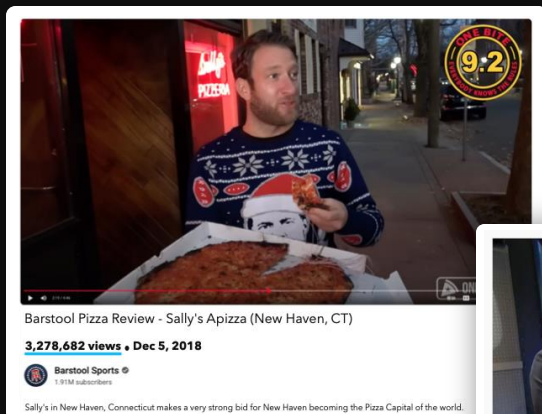


Gordon Ramsay

#1 PIZZA REVIEWER DAVE PORTNOY

Sally's is his favorite of all time

Portnoy media presence has enormous reach



Portnoy lists *Sally's*
as his #1 favorite

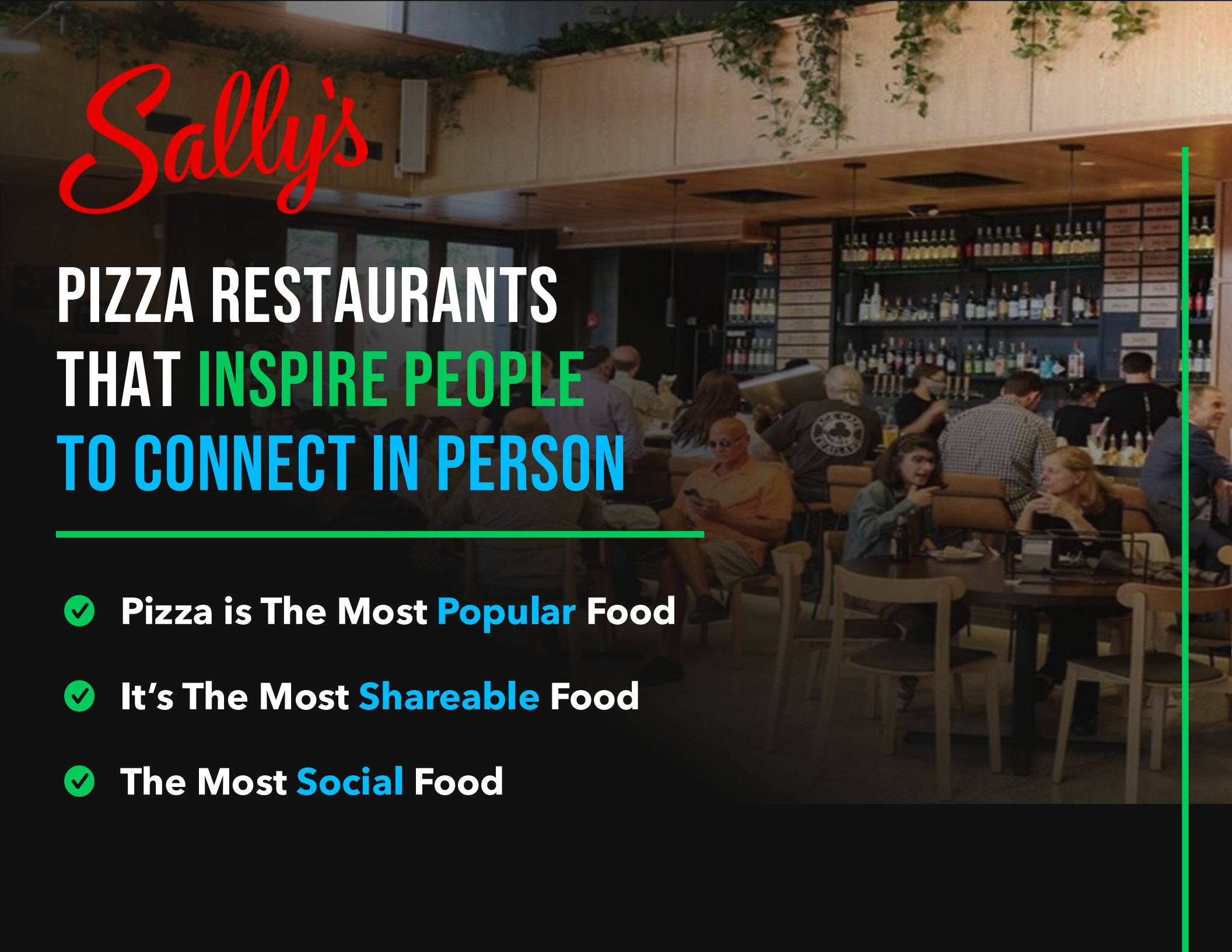


Dave Portnoy
@stoolpresidente

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

1. SALLY'S APIZZA NEW HAVEN, CT
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



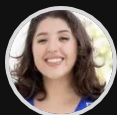
Sally's

PIZZA RESTAURANTS THAT **INSPIRE PEOPLE** TO **CONNECT IN PERSON**

- ✓ Pizza is The Most **Popular** Food
- ✓ It's The Most **Shareable** Food
- ✓ The Most **Social** Food

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



Sally's **FIRST NEW LOCATION**
LAUNCHED IN STAMFORD, CT

Sally's 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.



NEW LOCATION MOMENTUM

Our current and anticipated development locations



These locations are currently in development for 2025 and onward. Numerous factors can cause variance in opening timelines.

RAPIDLY GROWING RESTAURANT PIPELINE

LOCATIONS OPEN AS OF Q4 2025



New Haven, CT



Stamford, CT



Fairfield, CT



Wethersfield, CT



Woburn, MA



Farmington, CT



Dorchester, MA

LOCATIONS BEING BUILT AS OF Q4 2025



Norwalk, CT



Newington, CT



Boston Seaport, MA

2026 CONSTRUCTION STARTS



Cranston, RI



Concord, MA



Weymouth, MA



South Windsor, CT



Roosevelt Field, NY



Danbury, CT



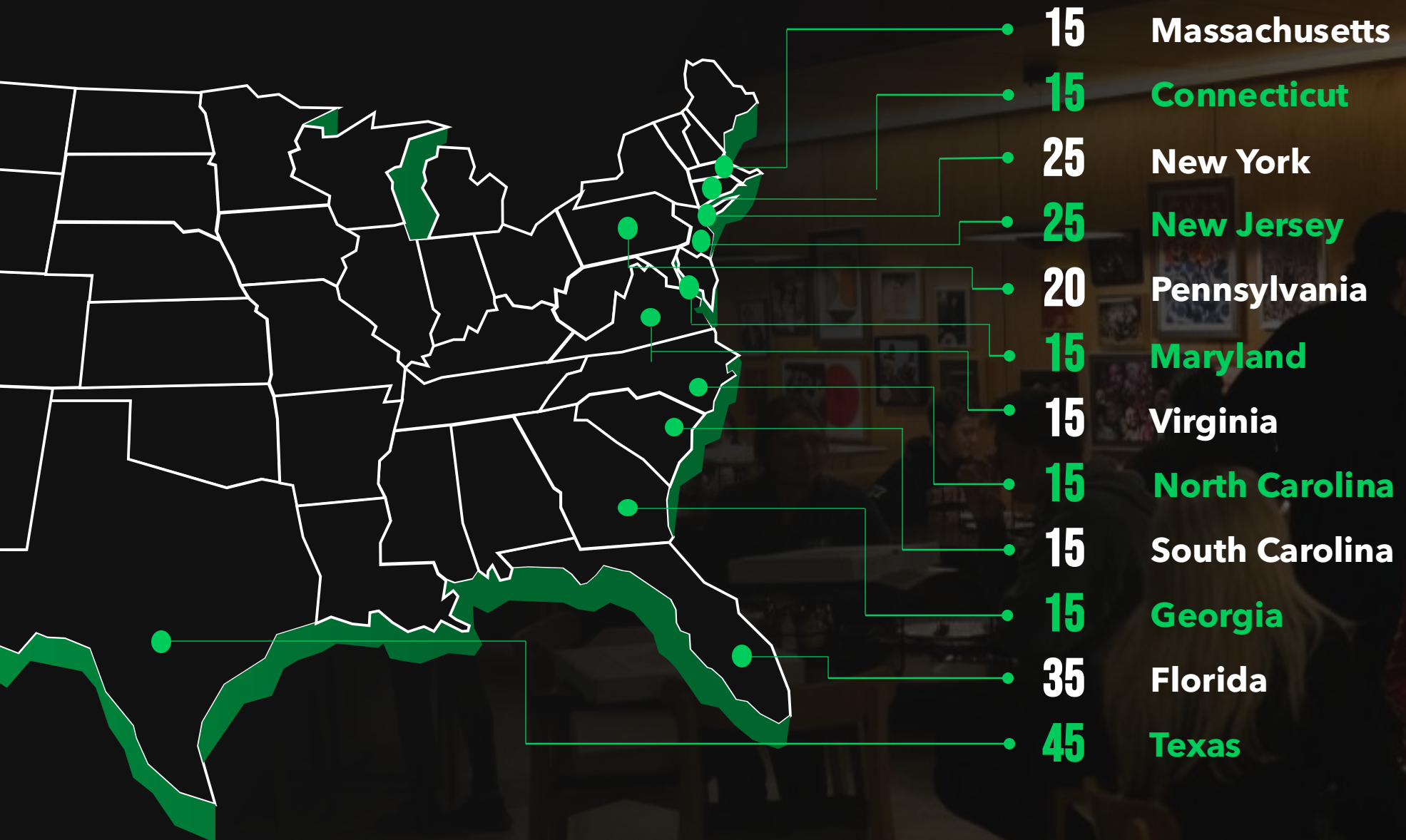
Foxwoods Casino, CT



Boca Raton, FL

STRATEGIC LOCATION GOALS

TARGET NUMBER OF *Sally's* BY STATE



PLANNED FLORIDA DEVELOPMENT MARKETS

Representative Potential *Sally's* Southeast Florida Markets



Miami

Coral Gables

Aventura

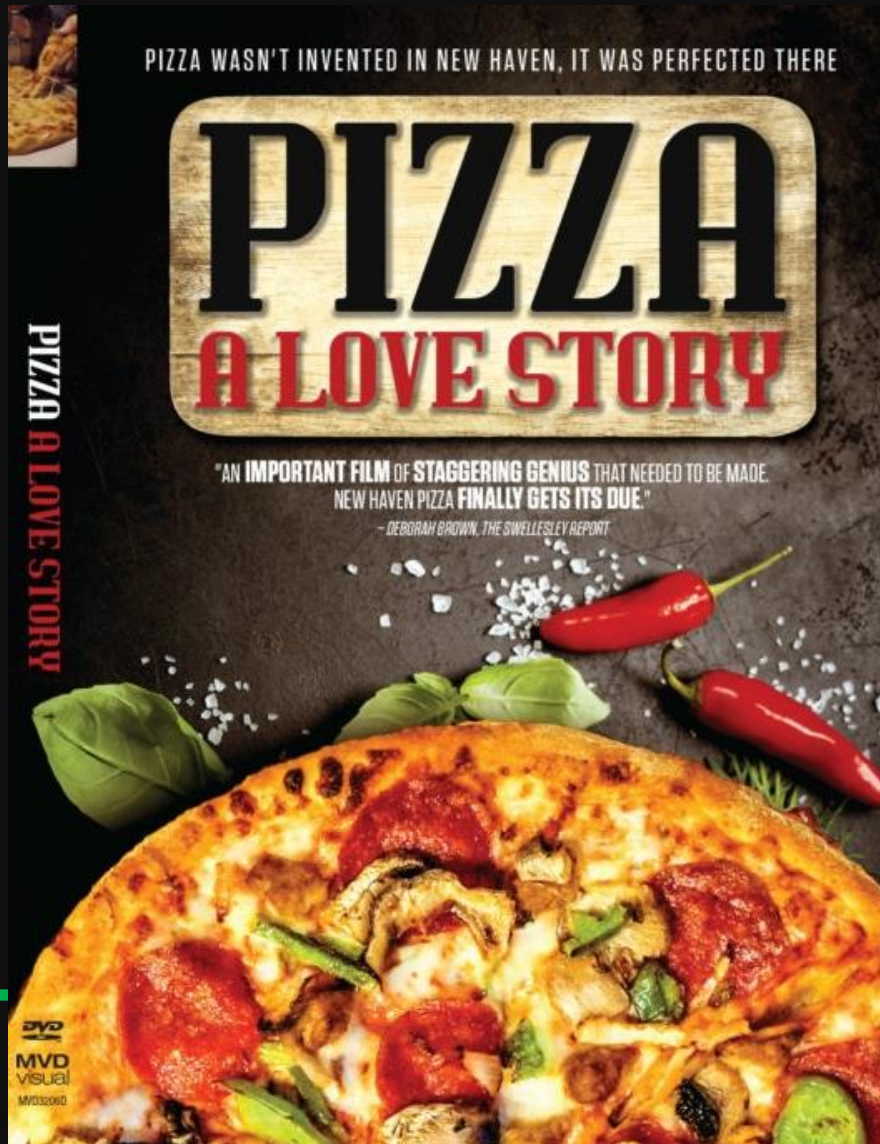
Fort Lauderdale

Boca Raton

Delray Beach

Palm Beach

Jupiter



“PIZZA A LOVE STORY”

ABOUT *Sally's*
AND NEW HAVEN PIZZA

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

amazon prime



PBS

jetBlue

Sally's **THE CRAVEABLE ARTISAN PIZZA**
THAT PEOPLE STAND IN LINE FOR

SINCE 1938 WE ARE
THE NEW HAVEN ORIGINAL



A photograph of three young adults sitting at a table in a restaurant, sharing a long pizza. The woman on the left wears a blue beanie and a dark jacket. The woman in the middle wears a brown beanie with a Carhartt logo and a grey jacket. The man on the right has blonde hair, wears glasses, and a red plaid shirt. They are all smiling and looking at the pizza. The background is a wood-paneled wall. The text 'WE BELIEVE GREAT PIZZA' is in white, 'BRINGS PEOPLE' is in green, and 'TOGETHER' is in blue. A green vertical line is on the left, and a green horizontal line is at the bottom right.

WE BELIEVE GREAT PIZZA
BRINGS PEOPLE
TOGETHER

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





Sally's A PIZZA®

INTERIORS ARE **INSPIRING**

Reimagining What A Pizza Restaurant Can Be



Sally's A PIZZA®

FULL COCKTAIL BAR

At Every Sally's Location



Sally's A PIZZA®

UNIQUE MUSIC MEMORABILIA

Lines the Walls of Each Sally's

A photograph of a pizza restaurant kitchen. In the foreground, a long, dark countertop runs across the frame. Behind the counter, a large brick oven is visible, with a pizza being cooked inside. To the left, a person is working at the counter. In the background, there is a glass display case with the text "Sally's A PIZZA" and some potted plants. The ceiling is made of wood planks.

Sally's PROPRIETARY OVENS

- ✓ Weigh Over **20,000 Pounds**
- ✓ **Superior Char** and Heating Capabilities
- ✓ Create Unique **Craveable Artisan Pizza**

Sally's

WOBURN, MA OPENED 2023



THE BOSTON GLOBE

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 TURNER/GLOBE STAFF

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



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.



Sally's

WOBURN, MA OPENED 2023



Sally's

WETHERSFIELD, CT OPENED 2024



Sally's

JORDAN'S FARMINGTON, CT
OPENED 2025



Sally's

SOUTH NORWALK, CT
OPENING 2026



Sally's

BOSTON SEAPORT, MA
IN DEVELOPMENT 2026



CLASSIC ITALIAN FAVORITES
MADE “THE *Sally's* WAY”





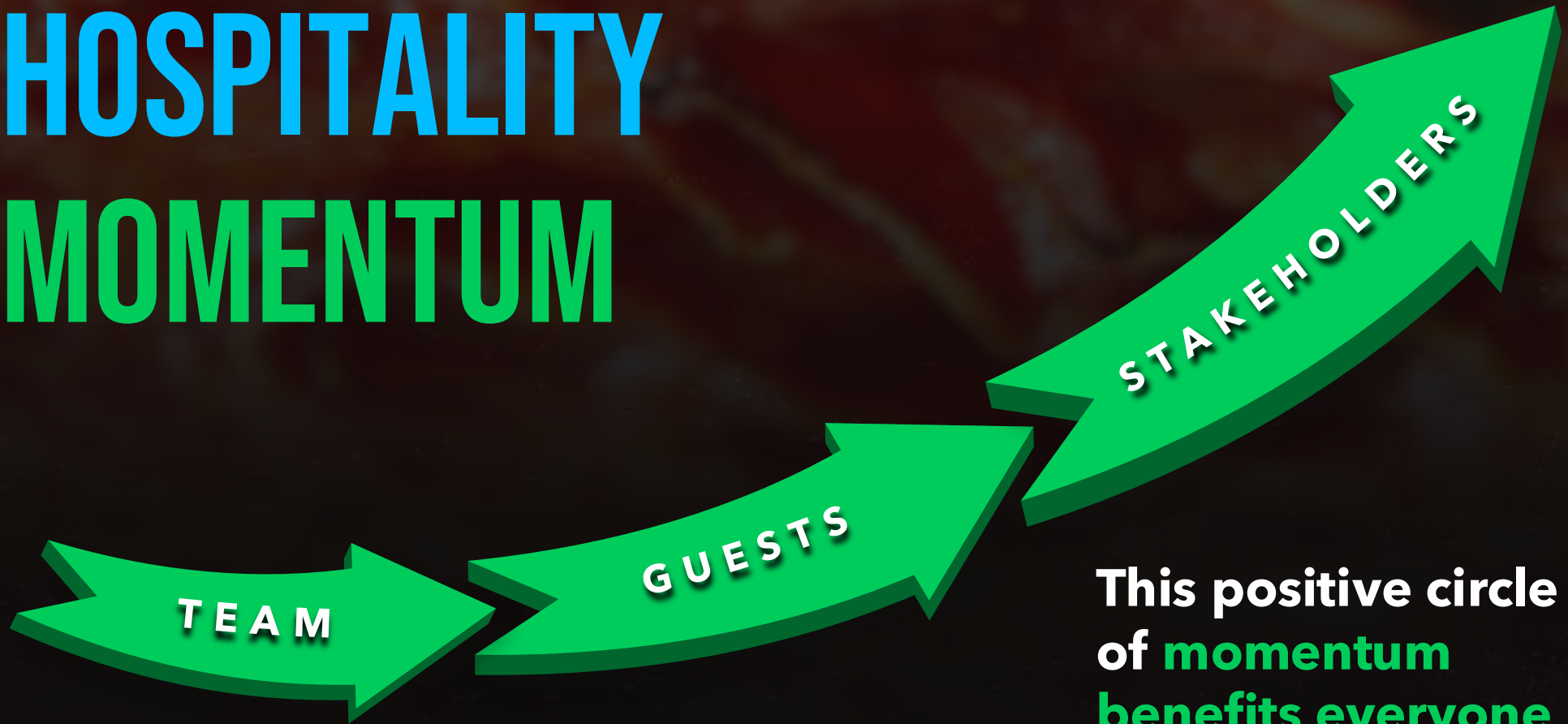
THE *Sally's* WAY

DO EVERYTHING LIKE YOU'RE
DOING IT FOR YOUR FAMILY

- Make every dish **rousing** to the palette
- Give it that **wow factor**
- See people **light up** with each bite

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

A photograph of three young women sitting at a table, laughing and eating. The woman on the left is wearing a grey top and has long dark hair. The woman in the middle is wearing a black leather jacket and has dark hair with bangs. The woman on the right is wearing a white top and has blonde hair. They are all smiling and looking at each other. The woman on the right is holding a glass of milk. The background is a wooden wall with a framed picture. The text 'Sally's PURPOSE' is overlaid on the image. 'Sally's' is in red cursive and 'PURPOSE' is in green block letters.

Sally's **PURPOSE**

**BRINGING MORE FIRE
INTO PEOPLE'S LIVES**

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



THE GROWING *Sally's* PHENOMENON IS FEATURED IN

The New York Times

Forbes

The Washington Post



FOX

FOOD & WINE

EATER



The Boston Globe



BARSTOOL
SPORTS



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's* Locations**



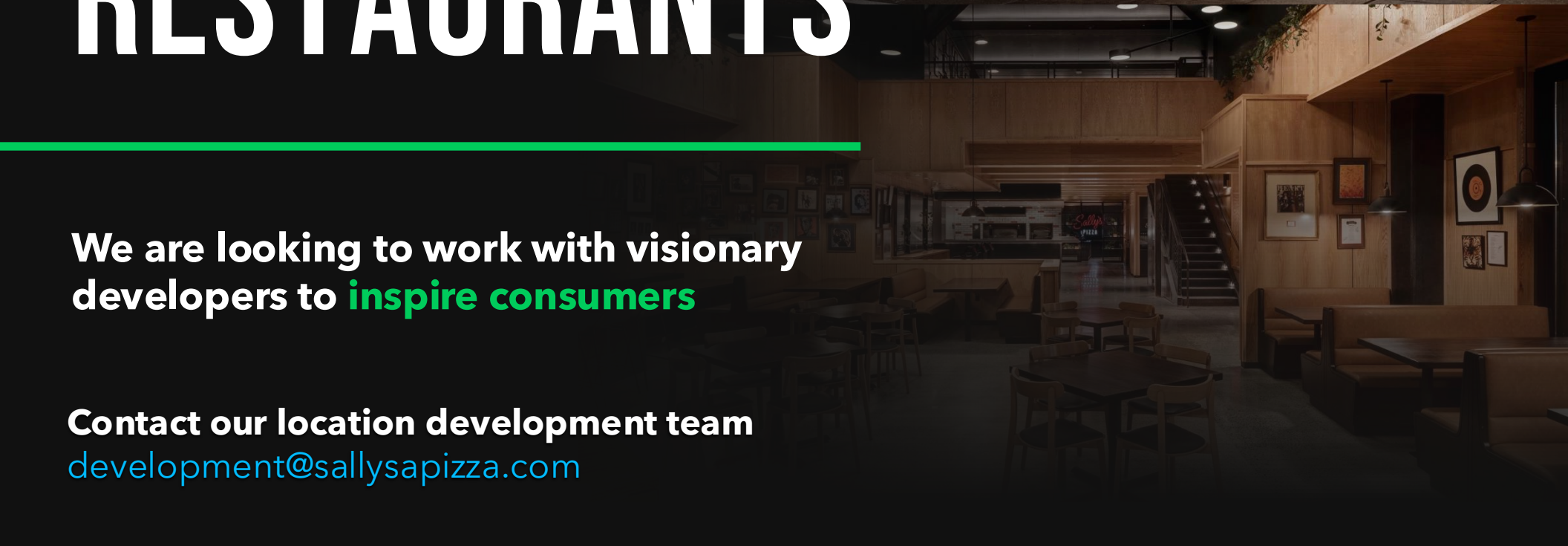
Sally's A PIZZA®



REIMAGINING DINE-IN PIZZA RESTAURANTS

We are looking to work with visionary
developers to **inspire consumers**

Contact our location development team
development@sallysapizza.com



Sally's
A PIZZA®

