



WE'RE TRANSFORMING THE DINE-IN PIZZA LANDSCAPE

Building the Restaurant Chain
Pizza Lovers Always Wanted

Sally's APIZZA®



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.

All third-party trademarks, logos, and brand names are the property of their respective owners.

**APPROXIMATELY 93% OF AMERICANS
EAT PIZZA ON A REGULAR BASIS**

**ON ANY GIVEN DAY
1 IN 12 AMERICANS ARE EATING PIZZA
ROUGHLY 40 MILLION PEOPLE**



UNIQUE HISTORY

Sally's A PIZZA®

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

UNIQUE PIZZA

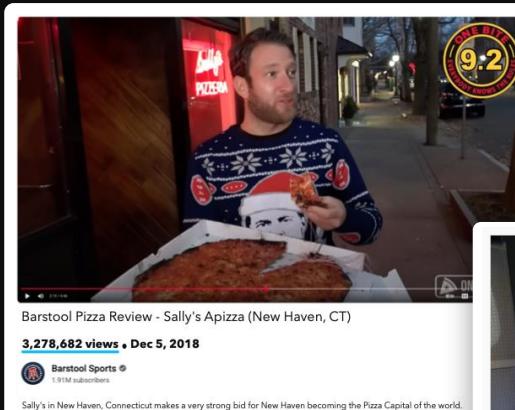
- ✓ **3,000 °F Oven Flame** Melds Ingredients
- ✓ **Cheese Blend** is Freshly Shredded
- ✓ **Sauce Recipe** Bursts with Flavor
- ✓ **Crust** is Both Crispy and Chewy



PIZZA REVIEWER DAVE PORTNOY

Has called *Sally's* one of his **All-Time Favorites** and awarded it one of the highest scores in the history of his famous One Bite pizza reviews

Portnoy media presence has enormous reach



Portnoy lists *Sally's* as #1 on his Top 10 List



Dave Portnoy
@stoolpresidente

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

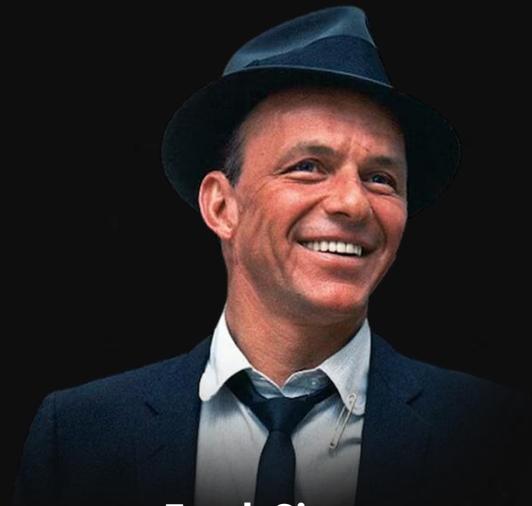
DAVE PORTNOY'S
ACTUAL TOP 10 PIZZA PLACES

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 FANS INCLUDE THE MOST ICONIC CELEBRITIES



Frank Sinatra



John F. Kennedy



Paul Newman



Conan O'Brien



Gwyneth Paltrow



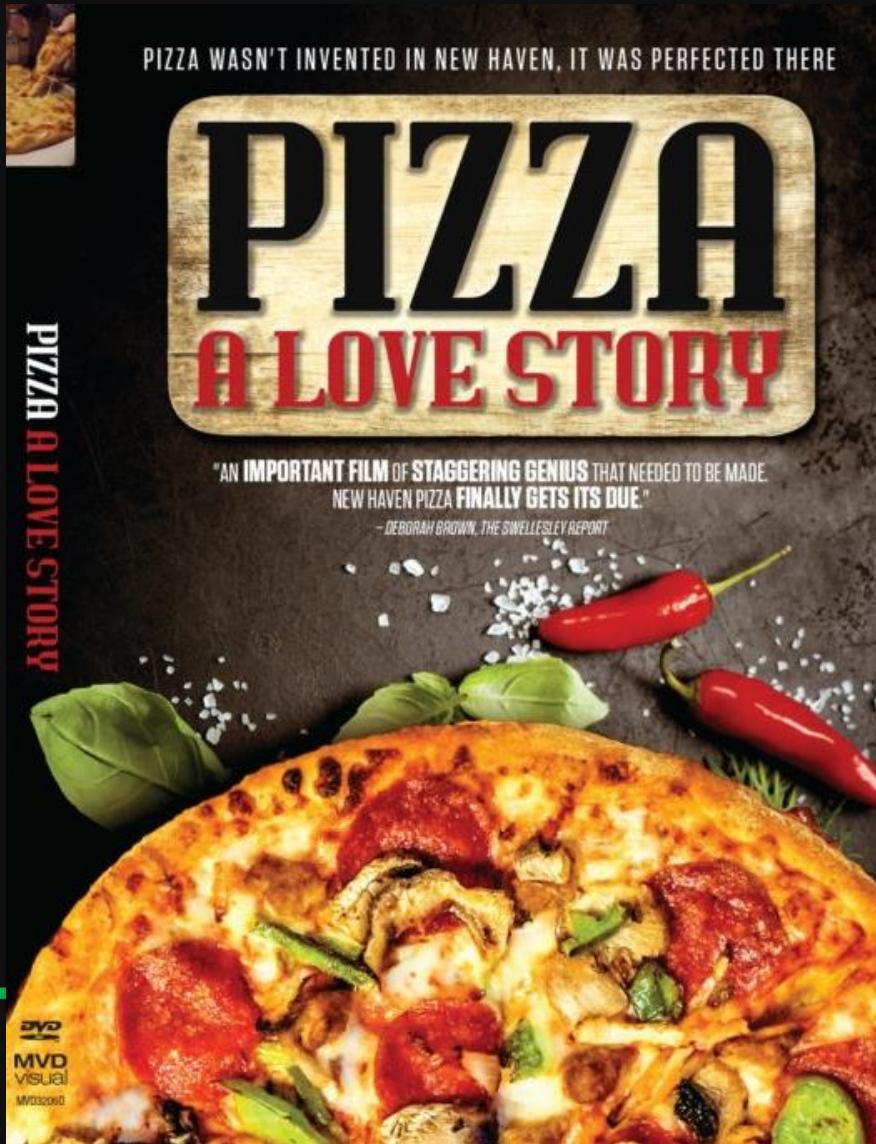
Gordon Ramsay

Sally's THE CRAVEABLE ARTISAN PIZZA

THAT PEOPLE STAND IN LINE FOR

SINCE 1938 WE ARE
THE NEW HAVEN ORIGINAL





"PIZZA A LOVE STORY"

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

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



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

BROADCAST MEDIA IS TALKING ABOUT *Sally's* NEW LOCATIONS AND GROWTH

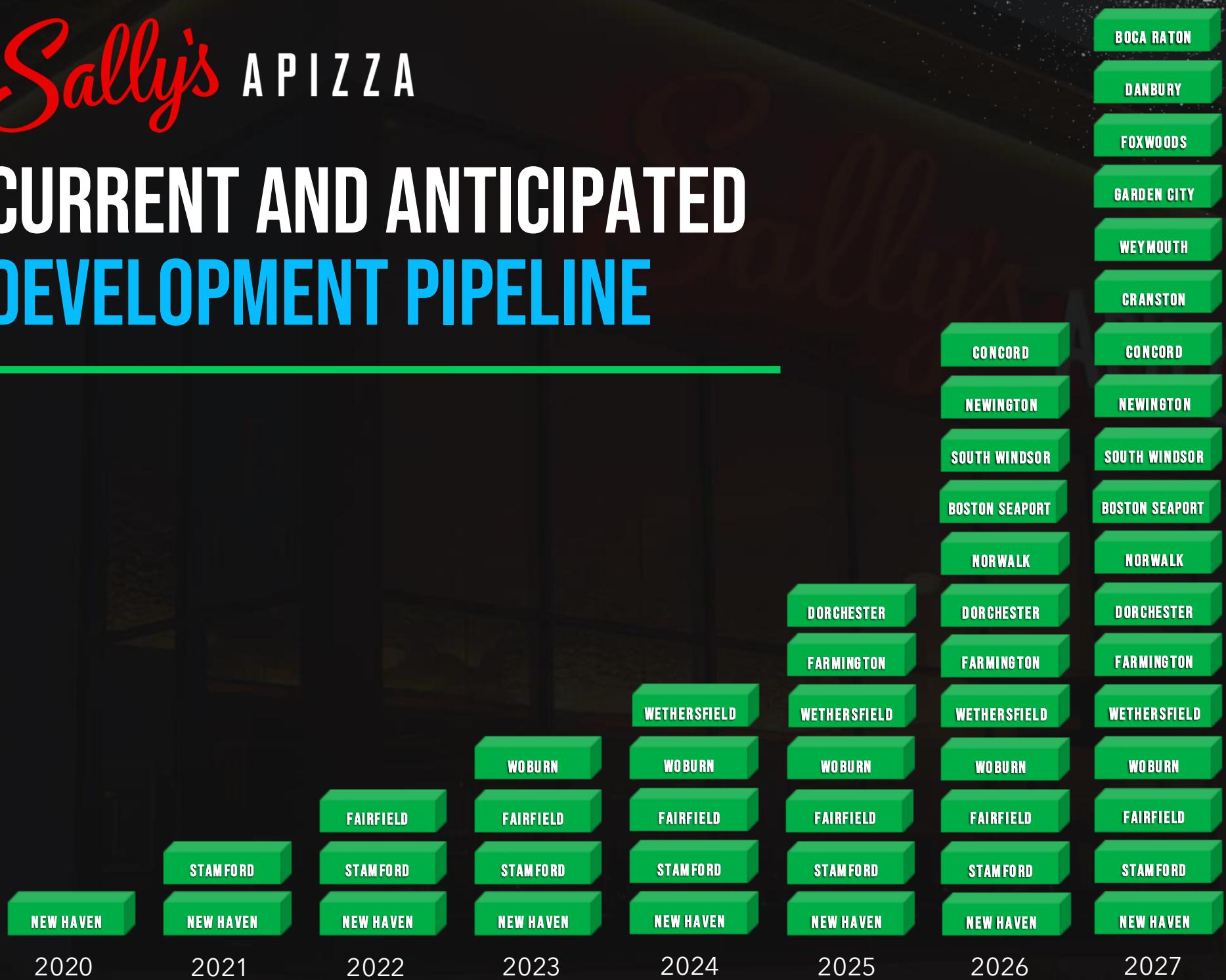


Sally's Apizza opening new location in Massachusetts

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



CURRENT AND ANTICIPATED DEVELOPMENT PIPELINE



2026 and 2027 shows new units under various stages of development and numerous factors can cause variances in opening timelines

RAPIDLY GROWING RESTAURANT PIPELINE

LOCATIONS OPEN AS OF Q1 2026



New Haven, CT



Stamford, CT



Fairfield, CT



Wethersfield, CT



Woburn, MA



Farmington, CT



Dorchester, MA

LOCATIONS BEING BUILT AS OF Q1 2026



Norwalk, CT



Newington, CT



Boston Seaport, MA

DEVELOPMENT STARTING 2026



Cranston, RI



Concord, MA



Weymouth, MA



South Windsor, CT



Garden City, NY



Danbury, CT



Foxwoods Casino, CT



Boca Raton, FL

Sally's IS INCREASINGLY BECOMING A PREFERRED PIZZA BRAND FOR HIGH END LIFESTYLE CENTERS



Rendering of a typical 5,000 square foot lifestyle center Sally's

THERE ARE OVER 65,000 STRIP MALLS NATIONWIDE AN ENORMOUS GROWTH OPPORTUNITY FOR *Sally's*



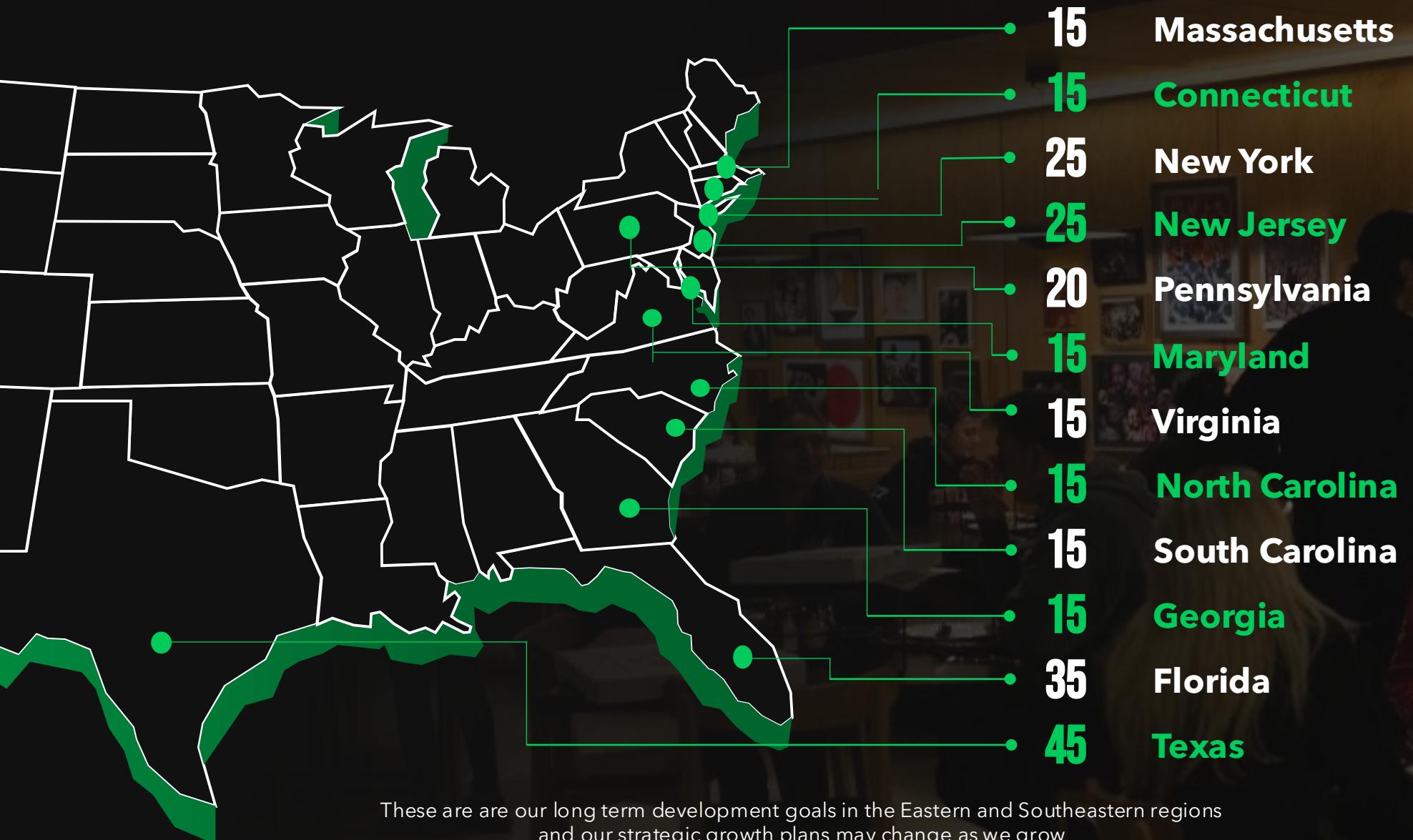
There are over 65,000 strip malls nationwide as per CNBC



Concept renderings of a 3,500 square foot strip mall Sally's

STRATEGIC LOCATION GOALS

TARGET NUMBER OF *Sally's* BY STATE





OUR INTERIORS ARE A GAME CHANGER IN THE PIZZA CATEGORY

- HIGH CEILINGS + HIGH END FINISHES**
- MODERN COMFORTABLE DESIGNS**
- PIZZA MAKING ON FULL DISPLAY**

Sally's

WOBURN, MA OPENED 2023



Sally's

JORDAN'S FARMINGTON, CT

OPENED 2025



Sally's

SOUTH NORWALK, CT
IN DEVELOPMENT 2026



Sally's

BOSTON SEAPORT, MA

IN DEVELOPMENT 2026



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



Highlights: Culinary Systems, Design & Technology

Sally's Worked Closely with Moseley Group
to Engineer and Develop 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

PARTNERED WITH MOSELEY GROUP TO MAINTAIN QUALITY AS WE GROW

TOP BRANDS ENGINEERED BY MOSELEY GROUP



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 MISSION

1,000 CRAVEABLE
PIZZA DESTINATIONS
NATIONWIDE

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



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



BUILDING THE RESTAURANT CHAIN PIZZA LOVERS ALWAYS WANTED

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

Contact our location development team
development@sallysapizza.com



Sally's APIZZA®

