

A large, illuminated neon sign for Sally's A PIZZA. The word "Sally's" is in a large, cursive script with a red-to-orange gradient. The words "A PIZZA" are in a smaller, white, sans-serif font. The sign is mounted on a dark building facade.

Sally's A PIZZA

NEW LOCATION DEVELOPMENT

The Sally's A PIZZA logo, featuring the word "Sally's" in a red script font and "A PIZZA" in a white sans-serif font.

Sally's A PIZZA®

DISCLAIMER

THIS IS NOT A SOLICITATION TO INVEST

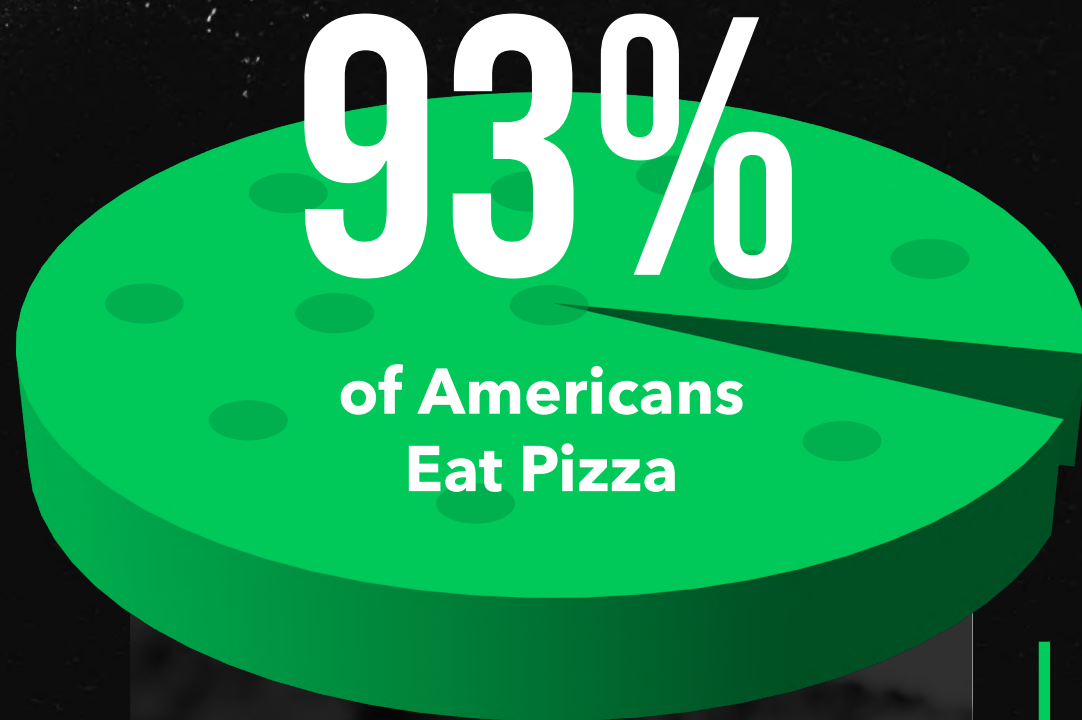
This presentation is provided for general information purposes regarding potential future commercial real estate location development. This presentation is not a solicitation to invest in, or a solicitation of an offer to invest in, Sally's Apizza, Lineage, or any affiliated locations or businesses. 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
DESCRIBED BY
CONSUMERS AS
THEIR **#1 FOOD**

US Department of Agriculture



40,000,000
AMERICANS
Are Eating Pizza
Every Day

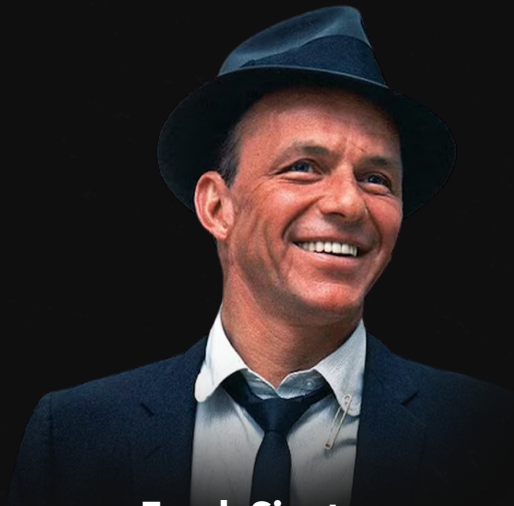


Sally's A PIZZA®

IS A CULINARY ICON AND
EXPERIENTIAL LEADER



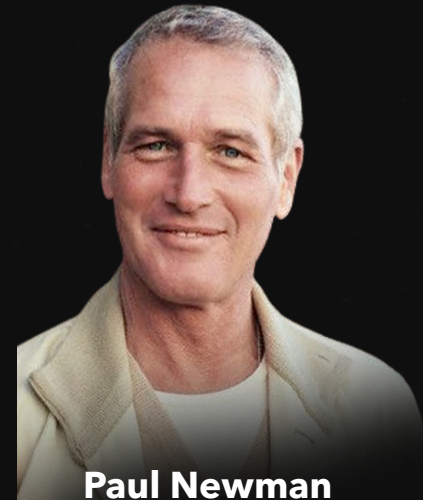
Sally's FANS INCLUDE THE MOST ICONIC CELEBRITIES



Frank Sinatra



John F. Kennedy



Paul Newman



Conan O'Brien



Gwyneth Paltrow



Gordon Ramsay

Sally's A PIZZA®

A SOCIAL MEDIA PHENOMENON



Dave Portnoy
@stoolpresidente

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



Barstool Pizza Review - Sally's Apizza (New Haven, CT)

2,637,255 views • Dec 5, 2018



Barstool Sports
765K subscribers

SUBSCRIBE

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 GET TOGETHER

- ✓ 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

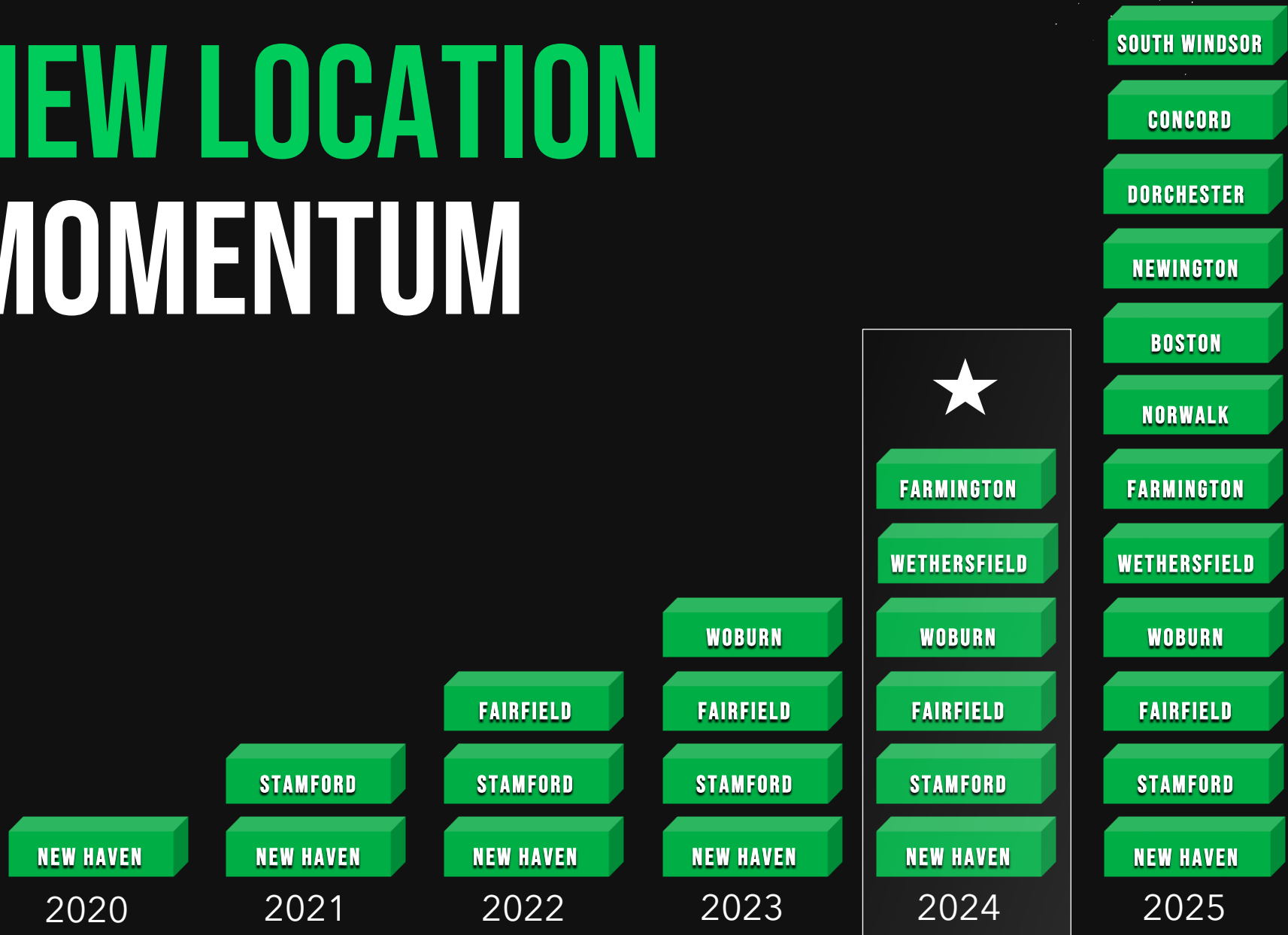


Sally's Apizza opening new location in Massachusetts

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

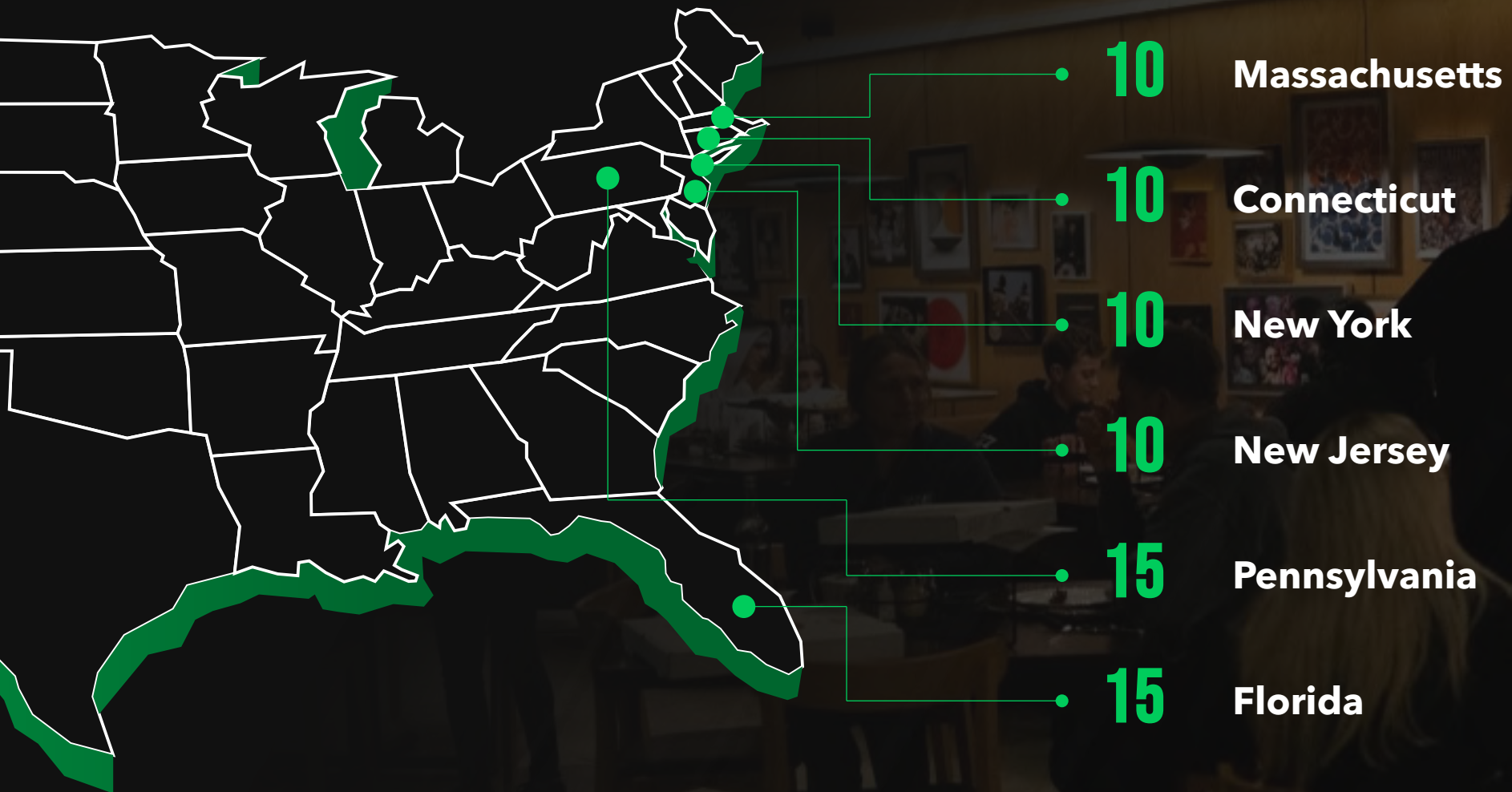


NEW LOCATION MOMENTUM



STRATEGIC LOCATION GOALS

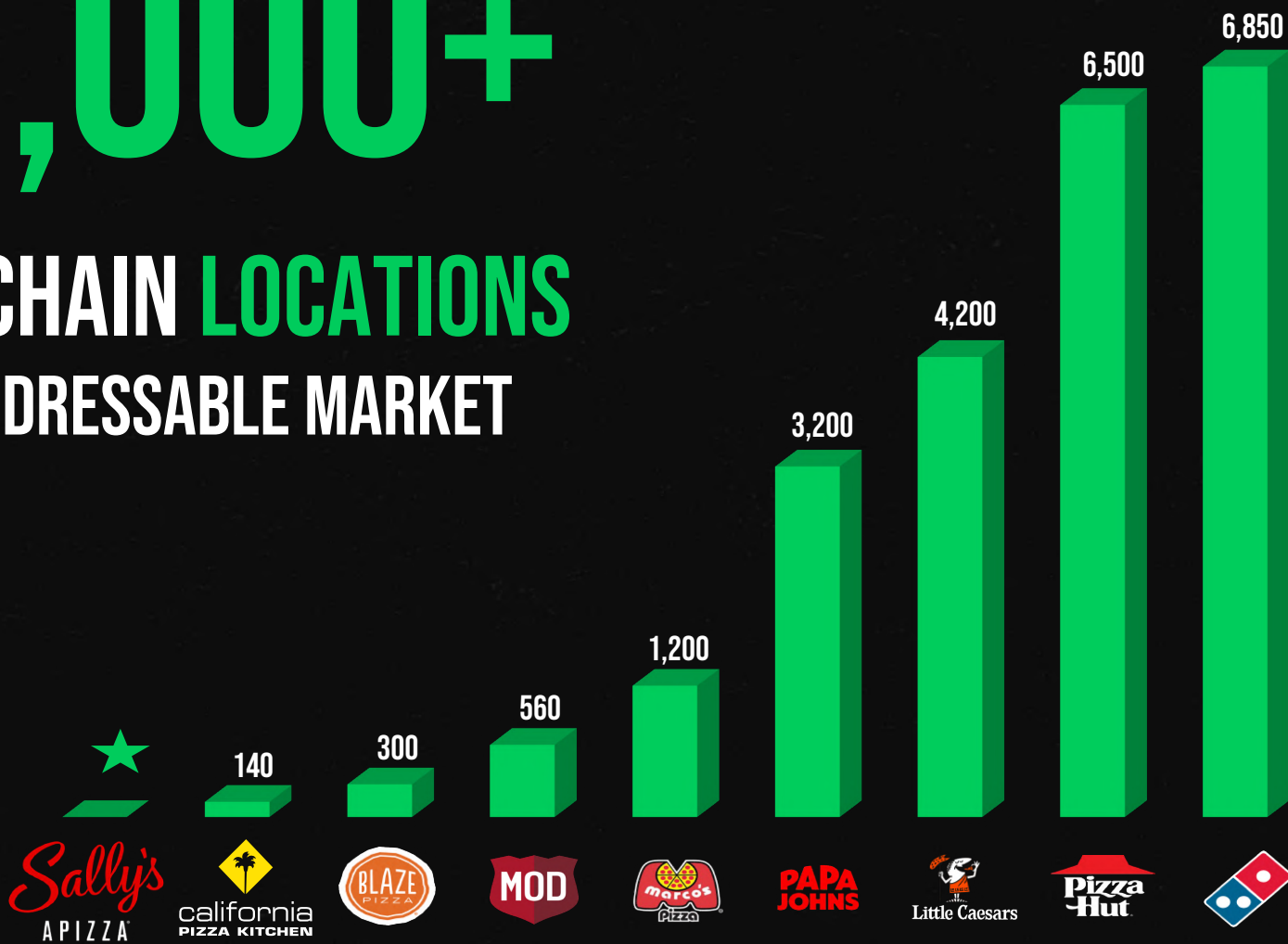
TARGET NUMBER OF *Sally's* BY STATE



POTENTIAL FOR 1,000+ *Sally's*

35,000+

PIZZA CHAIN LOCATIONS
LARGE ADDRESSABLE MARKET



PLANNED NORTHEAST DEVELOPMENT MARKETS

Representative Potential *Sally's* Markets



Dorchester, MA

Concord, MA

Burlington, MA

Providence, RI

South Windsor, CT

Paramus, NJ

Lake Forest, NY

Garden City, NY

PLANNED FLORIDA DEVELOPMENT MARKETS

Representative Potential *Sally's* Markets



Miami

Coral Gables

Aventura

Fort Lauderdale

Boca Raton

Delray Beach

West Palm Beach

Palm Beach Gardens



PARTNERED WITH MOSELEY GROUP TO MAINTAIN QUALITY AS WE GROW

Highlights: Culinary Systems, Design & Technology

Sally's worked closely with The Moseley Group to Engineer and Develop these systems

SERVICES

- 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's A PIZZA[®]

IS FEATURED IN

The New York Times

Forbes

The Washington Post



FOX

FOOD & WINE

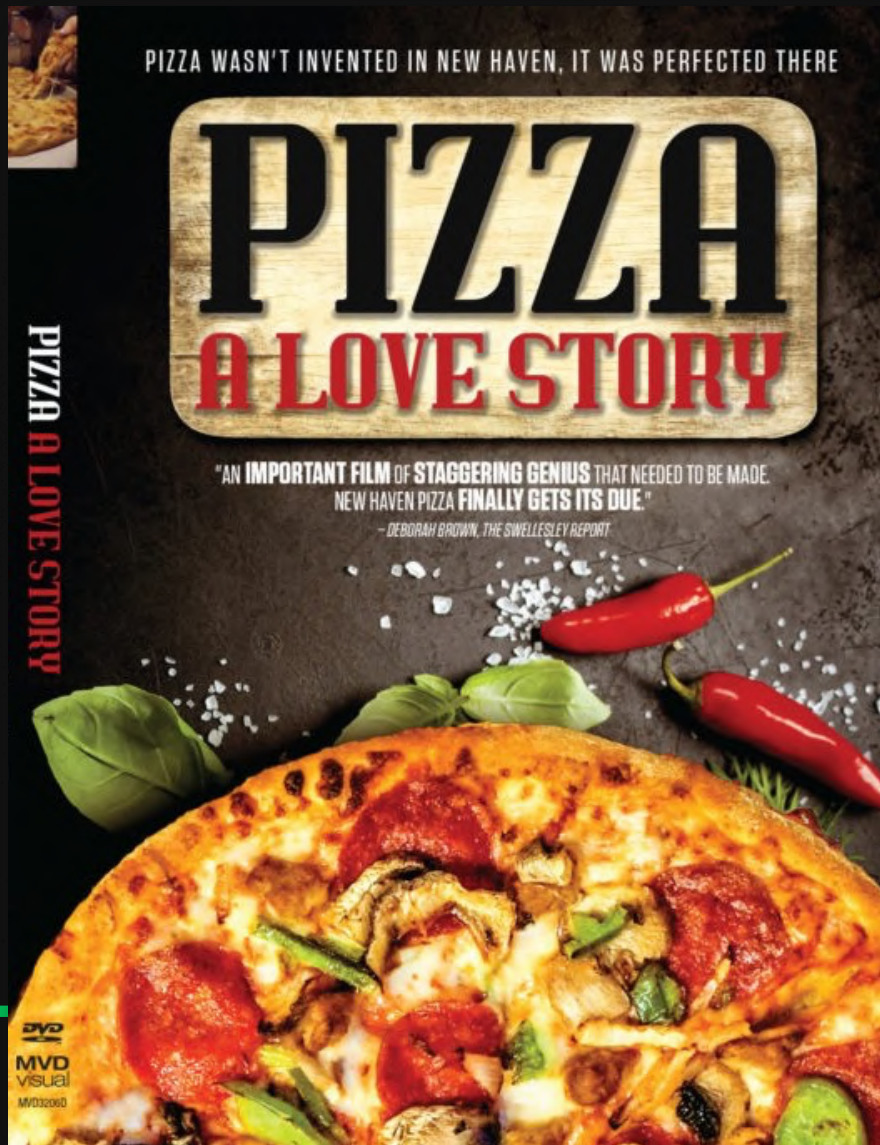
EATER



The Boston Globe



BARSTOOL
SPORTS



“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 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



Sally's A PIZZA®

The pizza that fans **stand in line for**

**WE ARE THE NEW
HAVEN ORIGINAL
SINCE 1938**





Sally's A PIZZA®

INTERIORS ARE INSPIRING

Reimagining What A Pizza Restaurant Can Be

The background image shows the interior of a Sally's restaurant. It features a modern design with light wood paneling on the walls and ceiling. A large bar area is visible in the background, stocked with various bottles of alcohol. Several people are seated at tables and at the bar, creating a lively atmosphere. Large windows on the left side of the image provide a view of the outdoors. The overall lighting is warm and inviting.

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

The background image shows the interior of a Sally's A PIZZA restaurant. On the left, a person is working behind a counter in front of a large brick oven. The oven is built into a wall of white and red bricks. To the right, there is a glass display case with the Sally's A PIZZA logo and some plants. The ceiling has exposed wooden beams.

Sally's PROPRIETARY OVENS WEIGH 20,000+ POUNDS

And Create a Uniquely Craveable Pizza

Sally's

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

SALLY'S WETHERSFIELD, CT
OPENING 2024

Sally's APIZZA



Sally's

AT JORDAN'S, FARMINGTON, CT OPENING 2024

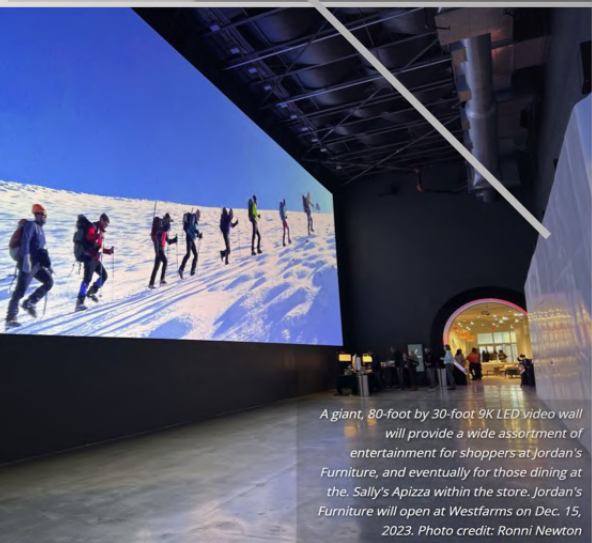
≡ Hartford Courant

Things to Do | Not just a furniture store: With 80-foot LED...



Not just a furniture store: With 80-foot LED screen and Sally's Apizza, Jordan's at Westfarms aims to be a destination

Sally's



A giant, 80-foot by 30-foot 9K LED video wall will provide a wide assortment of entertainment for shoppers at Jordan's Furniture, and eventually for those dining at the Sally's Apizza within the store. Jordan's Furniture will open at Westfarms on Dec. 15, 2023. Photo credit: Ronni Newton



Sally's

SALLY'S BOSTON SEAPORT, MA
OPENING 2025



Sally's

SALLY'S NEWINGTON, CT OPENING 2025



Sally's

SALLY'S NORWALK, CT
OPENING 2025



Sally's APIZZA

A photograph of three young women sitting at a table in a restaurant, smiling and eating slices of pizza. The woman on the left wears a blue beanie, the middle woman wears a brown beanie, and the woman on the right wears glasses and a plaid shirt. The background is a warm, wood-paneled wall. The text 'WE BELIEVE GREAT PIZZA' is in white, 'BRINGS PEOPLE' is in green, and 'TOGETHER' is in green. 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



WHAT MAKES *Sally's* UNIQUELY CRAVEABLE?

Everything Works in Concert
with our **Custom Oven**

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



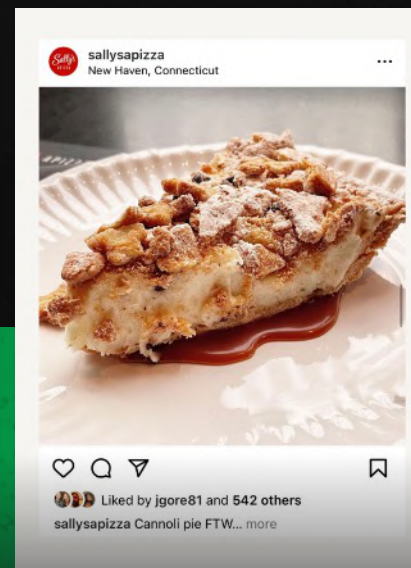
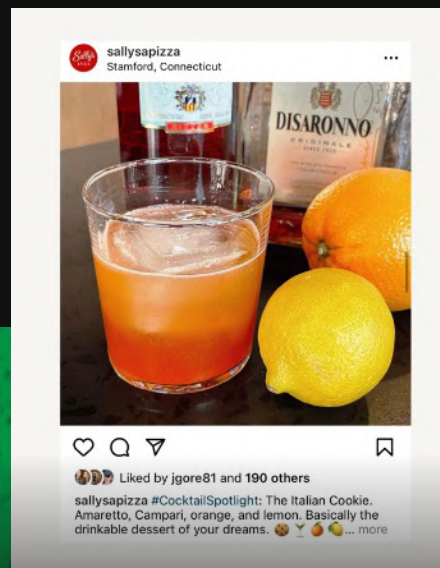


THE *Sally's* WAY

DO EVERYTHING LIKE YOU'RE
DOING IT FOR YOUR FAMILY

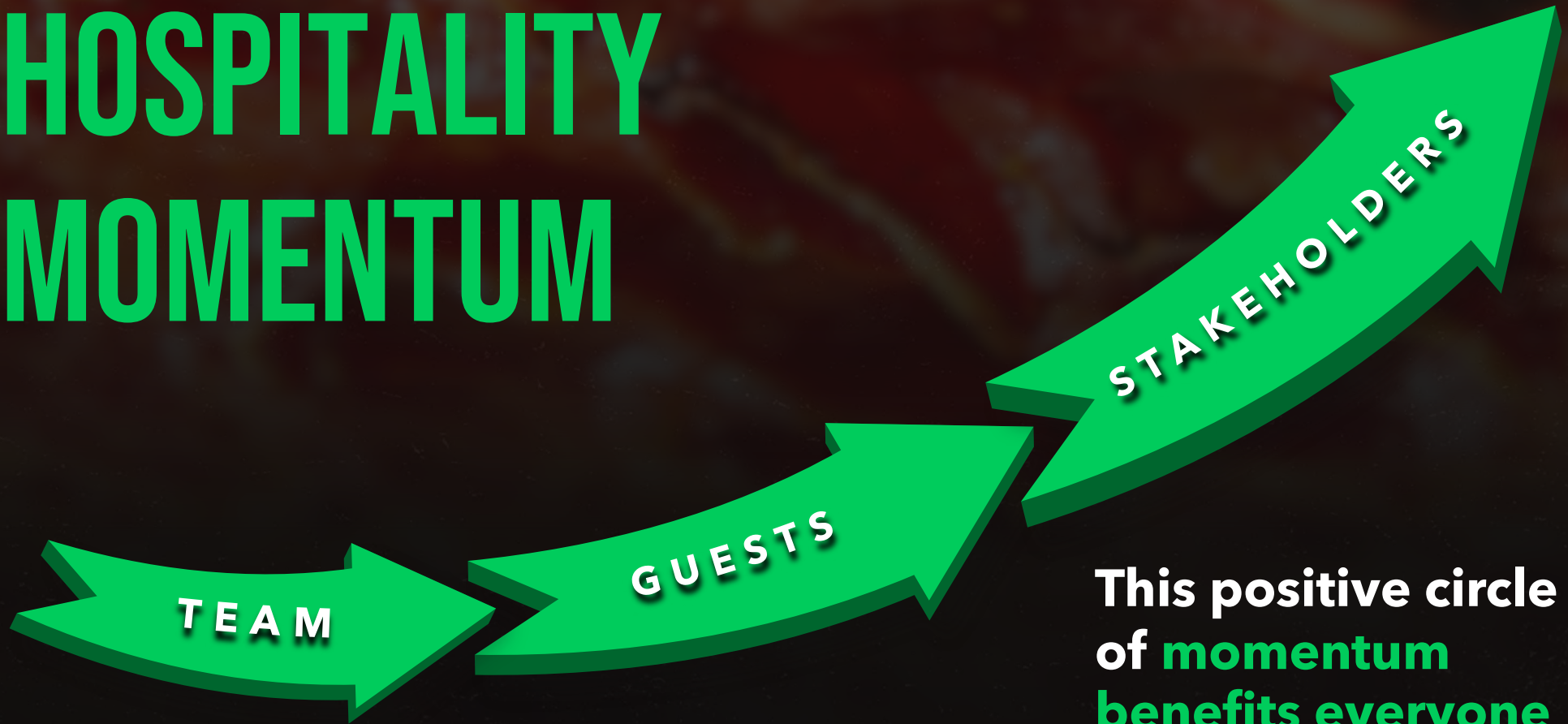
- Make every dish **rousing** to the palette
- Give it that **wow factor**
- See people **light up** with each bite

CLASSIC ITALIAN FAVORITES MADE "THE *Sally's* WAY"



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

OUR LEGACY

Sally's A PIZZA®

WAS **FOUNDED IN NEW HAVEN, CT** BY
SALVATORE “SALLY” CONSIGLIO **IN 1938**

Famous for our **distinctive tomato sauce** and chewy, crispy crust
with an **iconic oven-kissed char**

Sally's draws pizza fans
from around the world



A photograph of three young women sitting at a table, smiling and socializing. The woman on the right is holding a glass bottle. The background is a wood-paneled wall with a framed picture. The bottom of the image has a dark, textured overlay.

OUR PURPOSE

**CREATING MORE PASSION
IN COMMUNITIES AND LIVES**

OUR MISSION

**WE'RE BUILDING THE RESTAURANTS
PIZZA LOVERS ALWAYS WANTED**





Sally's A PIZZA®

BUILDING CRAFT CASUAL PIZZA DESTINATIONS

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

Contact our location development team
development@sallysapizza.com





Sally's
A PIZZA®