

A large, illuminated neon sign for "Sally's A PIZZA" is mounted on the exterior of a building at night. The word "Sally's" is in a large, cursive script with a red-to-orange gradient, while "A PIZZA" is in a smaller, white, sans-serif font. The building's facade is dark, and the sign is the primary light source in the upper half of the image.

Sally's A PIZZA

**WE'RE TRANSFORMING
DINE-IN PIZZA**

The logo for Sally's A PIZZA, featuring the brand name in a red script font followed by "A PIZZA" in a white sans-serif font, set against a dark background.

Sally's A PIZZA®

DISCLAIMER

THIS IS NOT A SOLICITATION TO INVEST

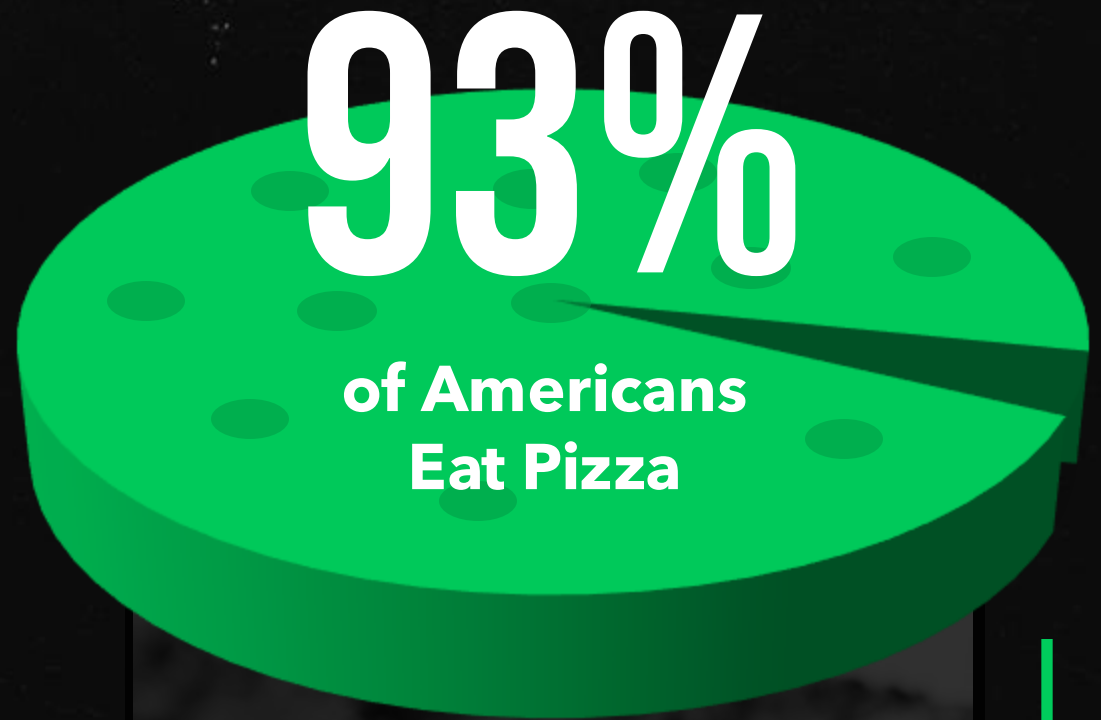
This presentation is provided for general information purposes regarding potential future commercial real estate location development. This presentation is not a solicitation to invest in, or a solicitation of an offer to invest in, Sally's Apizza, Lineage, or any affiliated locations or businesses.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



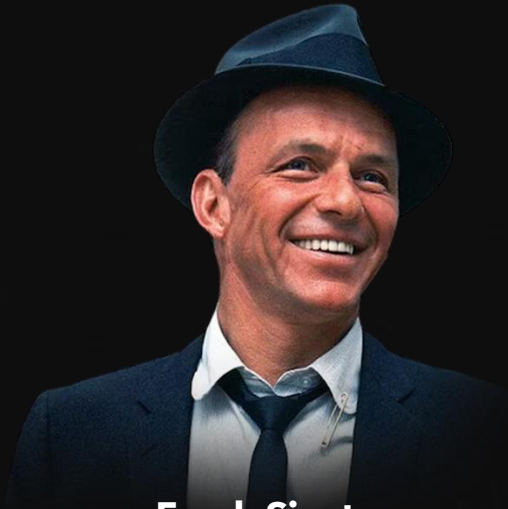


Sally's A PIZZA®

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

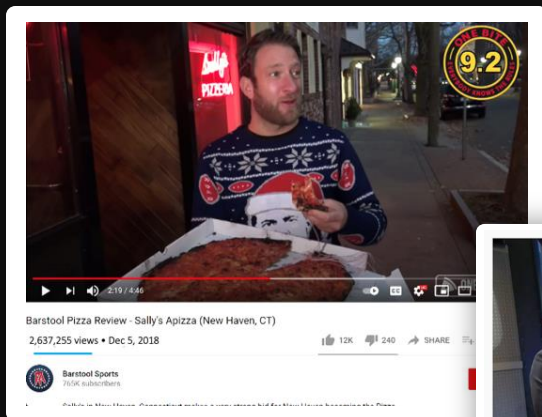


Gordon Ramsay

#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



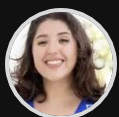
Sally's

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 A PIZZA[®]

NEW LOCATION MOMENTUM



Sally's IS NOW DEVELOPING MULTIPLE LOCATIONS

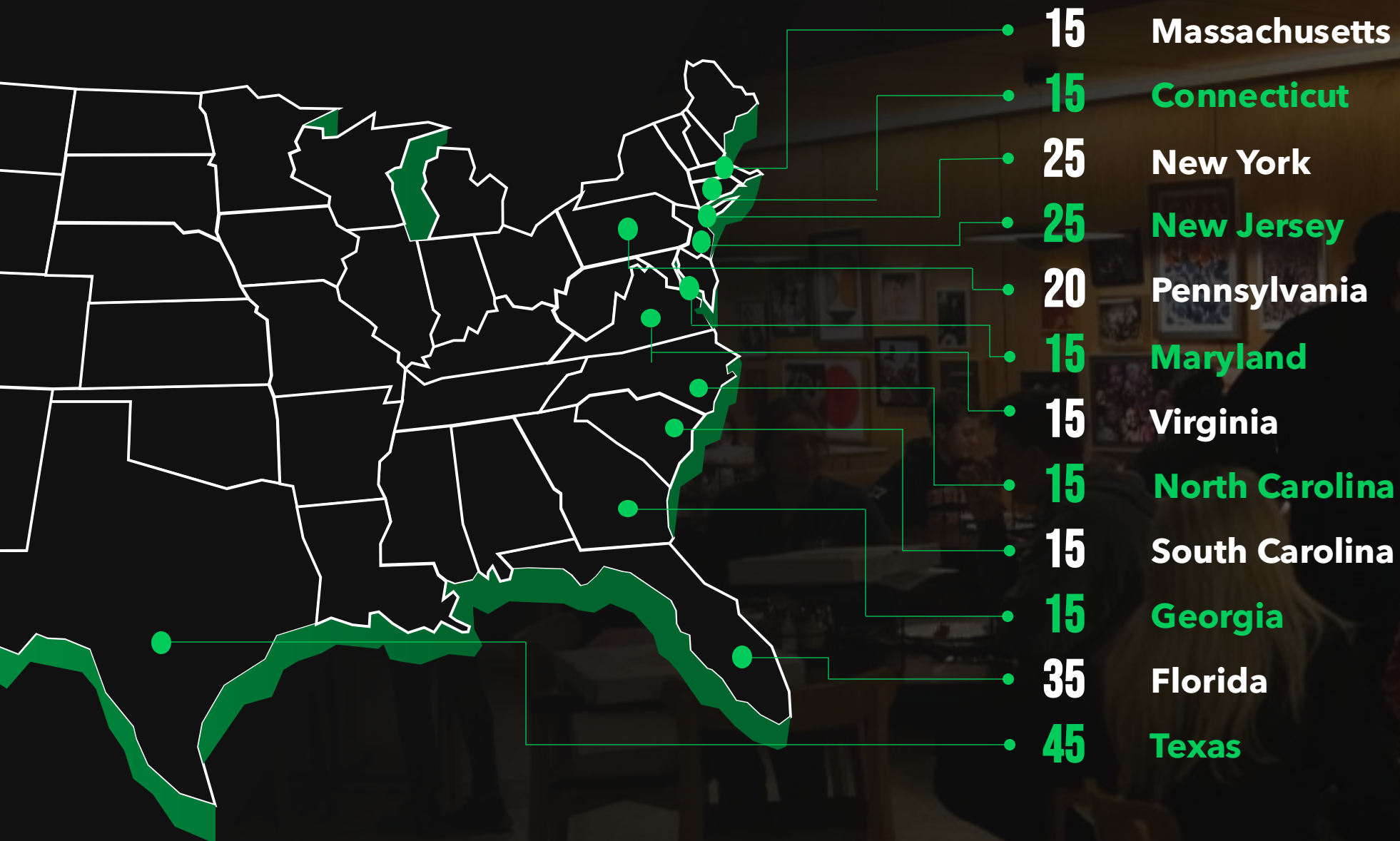


Sally's Apizza opening new location in Massachusetts

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

STRATEGIC LOCATION GOALS

TARGET NUMBER OF *Sally's* BY STATE



PLANNED NORTHEAST DEVELOPMENT MARKETS

Representative Potential *Sally's* Markets



Chestnut Hill, MA

Hingham, MA

Lynnfield, MA

Cranston, RI

Mashantucket, CT

Paramus, NJ

Garden City, NY



PLANNED FLORIDA DEVELOPMENT MARKETS

Representative Potential *Sally's* Markets



Miami

Coral Gables

Aventura

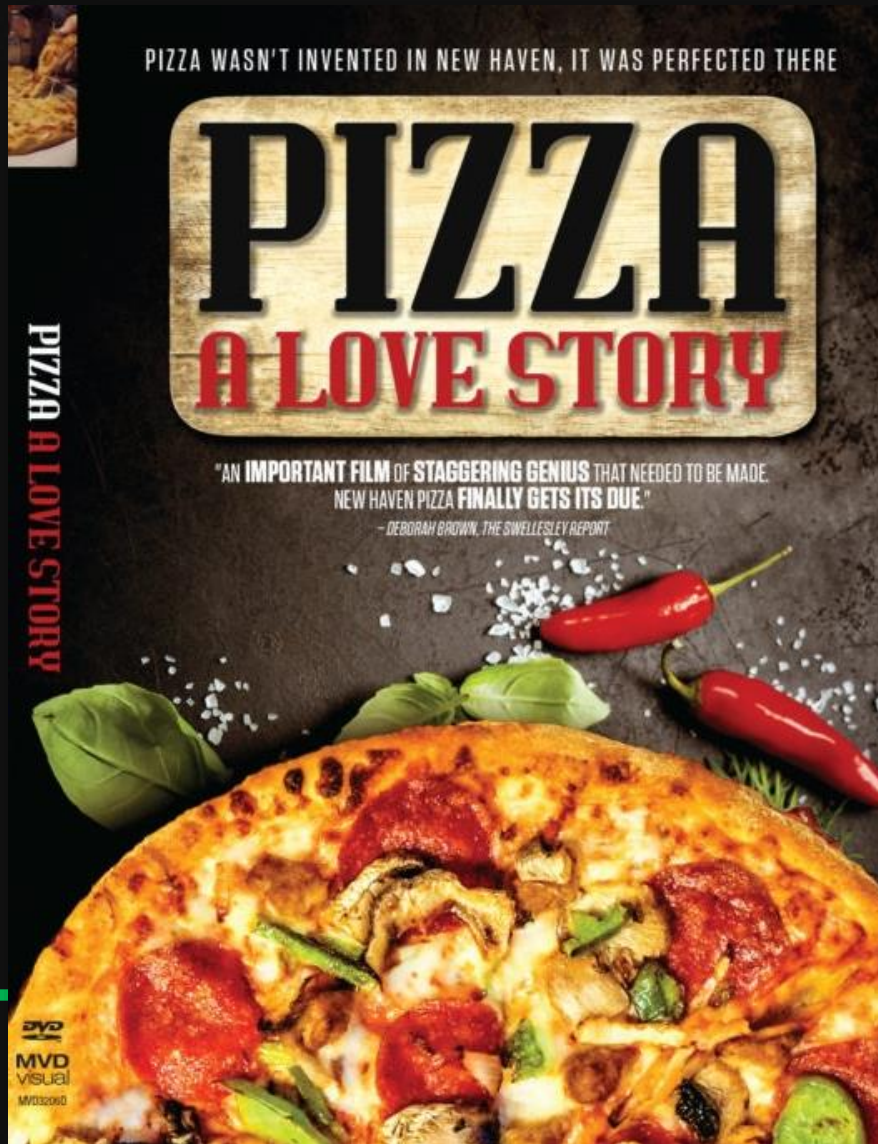
Fort Lauderdale

Boca Raton

Delray Beach

West Palm Beach

Palm Beach Gardens



“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 dark jacket. The man on the right has blonde hair, wears glasses, and a red and black plaid shirt. They are all smiling and looking at the pizza. The background is a wood-paneled wall. There is a green vertical line on the left side of the image and a green horizontal line on the right side.

**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 a 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 2025



Sally's A PIZZA

Sally's

BOSTON SEAPORT, MA
IN DEVELOPMENT 2025





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





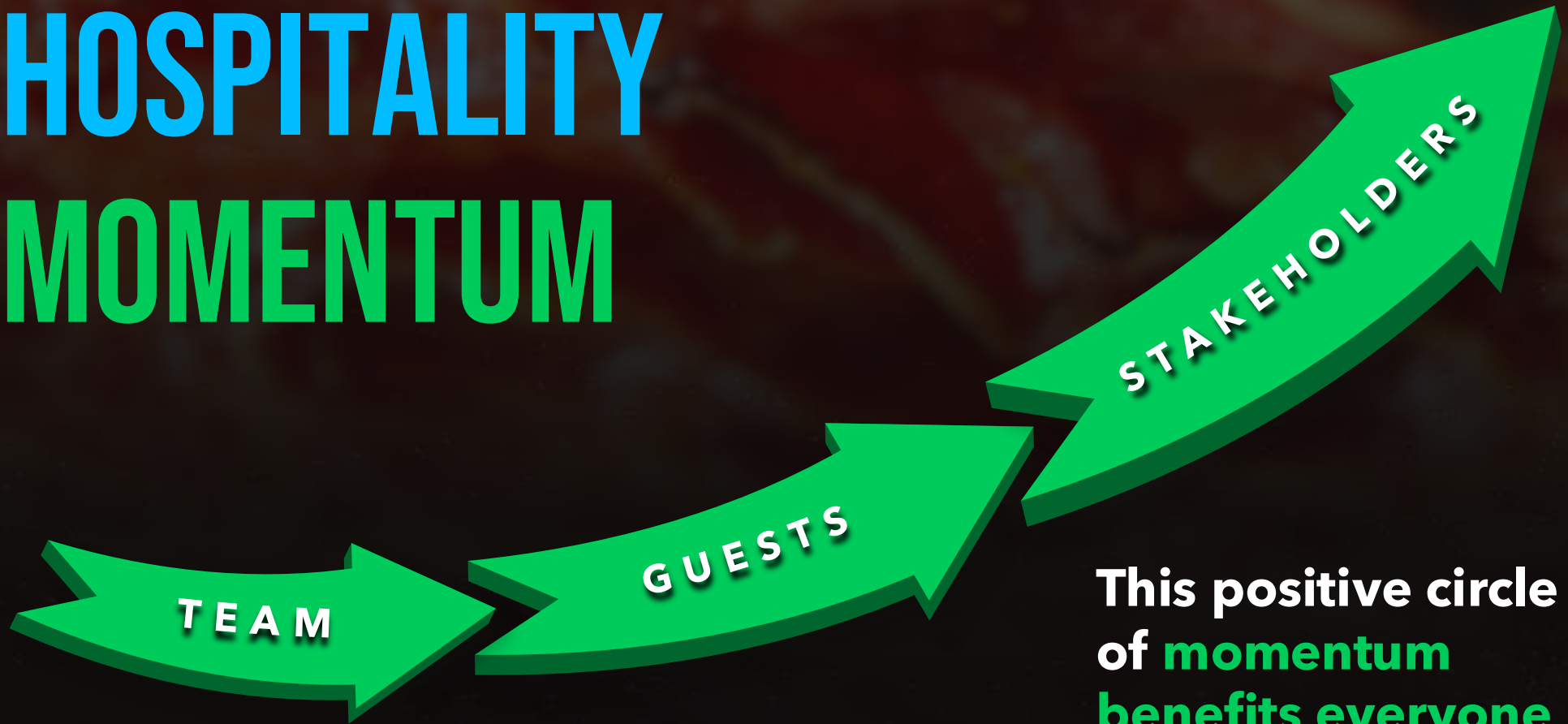
THE *Sally's* WAY

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 pizza. The woman on the left is wearing a grey sweater 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 t-shirt and has blonde hair. They are all smiling and looking at each other. 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

THE ULTIMATE DINE-IN PIZZA EXPERIENCE

- ✓ Craveable 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'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



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®



**EXCITING
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®

