UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

Current Report Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): December 12, 2024

Commission File Number: 0-21660

PAPA JOHN'S INTERNATIONAL, INC.

(Exact name of registrant as specified in its charter)

Delaware

61-1203323

(State or other jurisdiction of (I.R.S. Employer Identification incorporation or organization) Number)

2002 Papa Johns Boulevard Louisville, Kentucky 40299-2367 (Address of principal executive offices)

(502) 261-7272

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

[] Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

[] Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

[] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

[] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company []

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. []

Securities registered pursuant to Section 12(b) of the Act:

Title of each class:	Trading Symbol	Name of each exchange on which registered:
Common stock, \$0.01 par value	PZZA	The NASDAQ Stock Market LLC

Securities registered pursuant to Section 12(g) of the Act: None

Item 7.01. Regulation FD Disclosure.

Papa John's International, Inc. (the "Company"), is hereby furnishing a slide presentation that management intends to provide to the investment community as part of the Company's previously announced analyst and investor meeting on December 12, 2024. The slide presentation is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in this Current Report on Form 8-K (including exhibits) is being furnished, not filed, pursuant to Item 7.01 of Form 8-K. Accordingly, the information in Item 7.01 of this Current Report, including Exhibit 99.1, will not be incorporated by reference into any registration statement filed by the Company under the Securities Act of 1933, as amended or into any filing of the Company under the Securities Exchange of 1934, as amended, unless specifically identified therein as being incorporated by reference.

Item 9.01 Financial Statements and Exhibits.

Exhibit Number	Description of Exhibit
<u>99.1</u>	Papa John's International, Inc's Analyst and Investor Meeting Presentation, dated December 12, 2024.
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

PAPA JOHN'S INTERNATIONAL, INC. (Registrant)

Date: December 12, 2024

/s/ Caroline Miller Oyler

Caroline Miller Oyler Chief Legal & Risk Officer and Corporate Secretary



ANALYST & INVESTOR MEETING FIRST OODDAYS MEETTHE DECEMBER 12, 2024













Stacy Frole Vice President, Investor Relations

• 1

IMPORTANT DISCLOSURES

Forward-Looking Statements

Certain matters discussed in this presentation that are not statements of historical fact constitute forward-looking statements within the meaning of the federal securities laws. Generally, the use of words such as "expect," "intend," "estimate," "believe," "anticipate," "will," "forecast," "outlook", "plan," "project," or similar words identify forward-looking statements that we intend to be included within the safe harbor protections provided by the federal securities laws. Such forward-looking statements include or may relate to projections or guidance concerning business performance, revenue, earnings, cash flow, earnings per share, share repurchases, the current economic environment, commodity and labor costs, currency fluctuations, profit margins, supply chain operating margin, net unit growth, unit level performance, capital expenditures, restaurant and franchise development, restaurant acquisitions, restaurant closures, labor shortages, labor cost increases, changes in management, inflation, royalty relief, franchise support and incentives, the effectiveness of our menu innovations and other business initiatives, investments in product and digital innovation, marketing efforts and investments, liquidity, compliance with debt covenants, impairments, strategic decisions and actions, changes to our national marketing fund, changes to our commissary model, dividends, effective tax rates, regulatory changes and impacts, investments in and repositioning of the UK market, International restructuring plans, timing and costs, International consumer demand, adoption of new accounting standards, and other financial and operational measures. Such statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions, which are difficult to predict and many of which are beyond our control. Therefore, actual outcomes and results may differ materially from those matters expressed or implied in such forward-looking statements.

Our forward-looking statements are based on our assumptions which are based on currently available information. Actual outcomes and results may differ materially from those matters expressed or implied in our forward-looking statements as a result of various factors, including but not limited to risks related to: deteriorating economic conditions in the U.S. and international markets, including the United Kingdom; labor shortages at Company and/or franchised stores and our quality control centers; increases in labor costs, changes in commodity costs, supply chain incentive-based rebates, or sustained higher other operating costs, including as a result of supply chain disruption, inflation or climate change; the potential for delayed new store openings, both domestically and internationally, or lower net unit development due to changing circumstances outside of our control; the increased risk of phishing, ransomware and other cyber-attacks; risks and disruptions to the global economy and our business related to the conflicts in Ukraine and the Middle East and other international conflicts and risks related to a possible economic recession or downturn that could reduce consumer spending or demand. These and other risks, uncertainties and assumptions that are involved in our forward-looking statements are discussed in detail in "Part I. Item IA. – Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended December 31, 2023. We undertake no obligation to update publicly any forward-looking statements, whether as a result of future events, new information or otherwise, except as required by law.

IMPORTANT DISCLOSURES

Industry and Market Information

Statements in this presentation concerning our industry and the markets in which we operate, including our general expectations and competitive position, business opportunity and market size, growth and share, are based on information from independent industry organizations and other third-party sources, data from our internal research and management estimates. Management estimates are derived from publicly available information and data referred to above and are based on assumptions and calculations made by us based upon our interpretation of such information and data. The information and data referred to above are imprecise and may prove to be inaccurate because the information cannot always be verified with complete certainty due to the limitations on the availability and reliability of raw data, the voluntary nature of the data gathering process and other limitations and uncertainties. As a result, please be aware that the data and statistical information in this presentation may differ from information provided by market research institutes, consultancy firms or independent sources.

Non-GAAP Measures

In addition to results provided in accordance with U.S. GAAP, we provide certain non-GAAP measures, which present results on an adjusted basis. These are supplemental measures of performance that are not required by or presented in accordance with U.S. GAAP and include adjusted operating income. We believe that our non-GAAP financial measures enable investors to assess the operating performance of our business relative to our performance based on US GAAP results and relative to other companies. We believe that the disclosure of non-GAAP measures is useful to investors as they reflect metrics that our management team and Board utilize to evaluate our operating performance, allocate resources and administer employee incentive plans. The most directly comparable U.S GAAP measures to adjusted operating income is operating income. Non-GAAP measures should not be construed as a substitute for, or a better indicator of, the Company's performance than the Company's U.S. GAAP results.

TODAY'S SPEAKERS



TODD PENEGOR President & Chief Executive Officer



RAVI THANAWALA Chief Financial Officer & Executive Vice President, International



STACY FROLE Vice President, Investor Relations



JENNA BROMBERG Chief Marketing Officer



KEVIN VASCONI Chief Digital & Technology Officer



JOE SIEVE Chief Restaurant & Global Development Officer



TODAY'S AGENDA

Welcome & Introduction

Papa Johns Today & Tomorrow

Financial Overview

Fireside Chat

Q&A Session

Tasting & Meet the Team









PAPA JOHNS TODAY & TODAY & TODAY & TOMORROW Todd Penegor

President & Chief Executive Officer



KEY TAKEAWAYS FROM TODAY ...





Focusing on our core strength

of crafting high-quality, traditional pizza to consistently meet and exceed customer expectations and investing to amplify our brand promise



Leveraging our data advantage

to inform purchasing behavior and drive decisions related to digital and product innovations and engagement with our most loyal and frequent customers



Building industry-savvy leadership team

with fresh perspectives and a collaborative approach to decision making, franchisee relationships and investor communication



Encouraging signs of early progress

on key sales days, transactions by channel, our loyalty program and feedback from franchisees



Investing in our tech stack

to drive operational efficiency and growth aimed at improving customer engagement and winning market share



Capitalizing on our healthy balance sheet

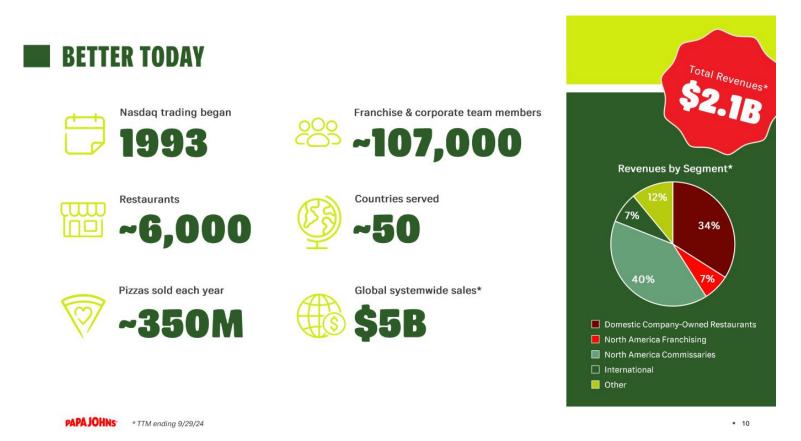
with attractive company-owned restaurants and a vertically integrated supply chain providing additional opportunities to unlock future value

Be the best pizza makers in the business





Our Values	
People First	Innovate to Win
Everyone Belongs	Have Fun
Do the Right Thing	





OUR VALUES-DRIVEN CULTURE IS THRIVING

^{Guided by} People First



NEWSWEEK: America's Most Responsible Companies 2025

Passion for

Communities



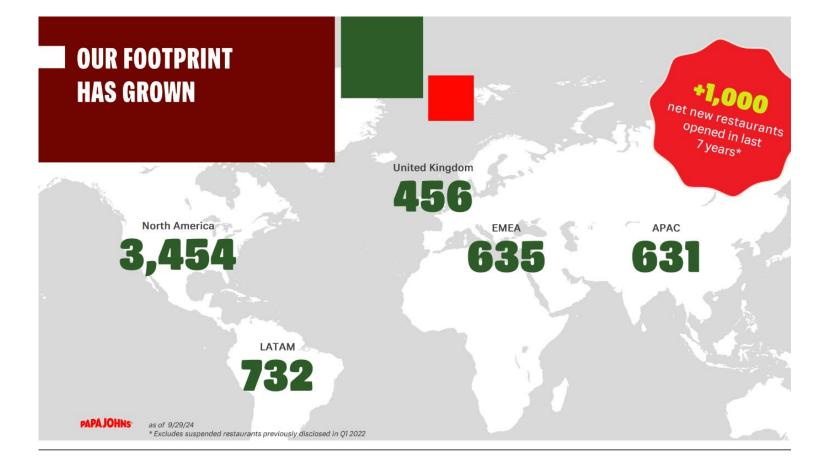
300+ organizations supported through the Papa Johns

600+

Foundation

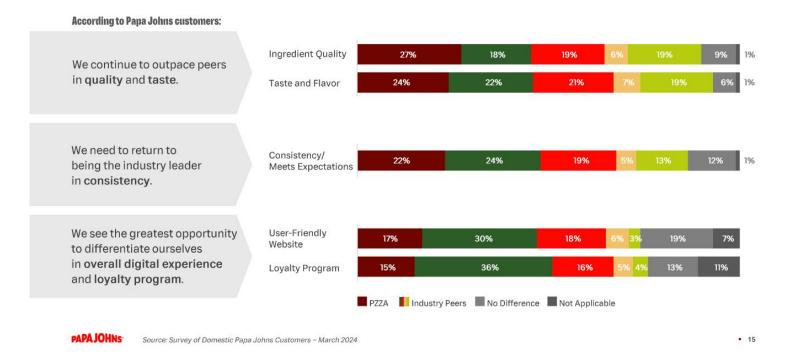
team members have accessed our Dough & Degrees tuition program Reached **4.5M** meals toward our goal of donating 10M meals to those in need by 2027

• 12





OUR STRENGTHS AND OPPORTUNITIES WITHIN THE PIZZA SEGMENT



MY CONVICTIONS IN PAPA JOHNS HAVE ONLY GROWN STRONGER...



... as we have what it takes to be the <mark>best pizza makers</mark> and create value for all stakeholders.

✓ Passion for pizza

- Better Ingredients. Better Pizza.
- Quality-based growth will deliver long-term profitability
- Experienced team with proven track record, insights and fresh ideas
- \checkmark Strong brand recognition and existing customer base
- ✓ Data advantage and digital opportunity
- ✓ Leading share positions in key markets
- ✓ Maintaining a strong and resilient balance sheet





• 17



FOCUS ON CORE PRODUCT & INNOVATION GETTING BACK TO BEING THE BEST PIZZA MAKERS













PAST FIVE YEARS

Innovations have been successful at attracting new customers but have led to more **complex** operations and less consistency in product.

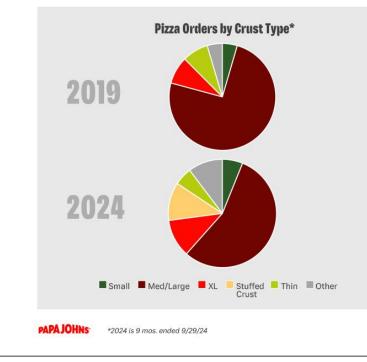
TODAY

LOOKING AHEAD

We will evolve to better serve our customers' needs, optimize our menu and consistently deliver high-quality pizza.

FOCUS ON CORE PRODUCT & INNOVATION BEING THE BEST BY FOCUSING ON OUR CORE



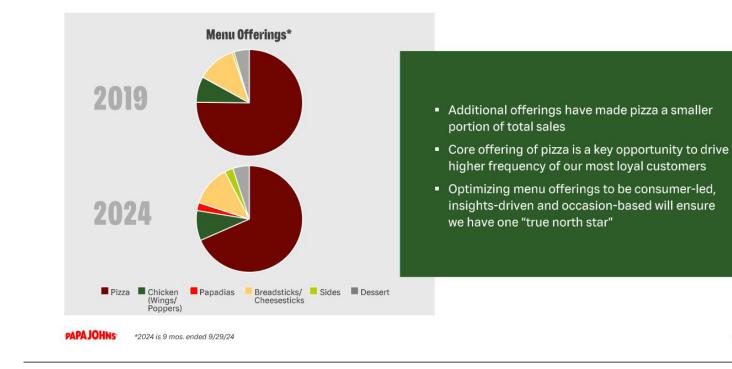


Crust innovations drive consumer acquisition

- Medium and Large 1-top pizzas are operationally simple and drive customer frequency
- Balanced approach to acquisition through innovation and increasing frequency through execution and promotion

FOCUS ON CORE PRODUCT & INNOVATION BEING THE BEST BY FOCUSING ON OUR CORE





FOCUS ON CORE PRODUCT & INNOVATION **DRIVING PREMIUM-QUALITY DISTINCTION**





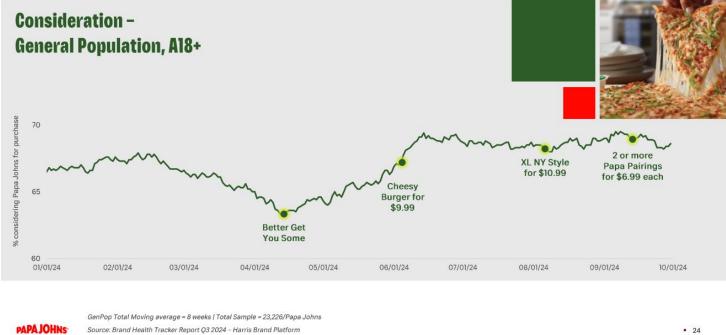
WINNING CUSTOMERS WITH A FOCUS ON QUALITY AND VALUE



QUALITY EMPHASIS VALUE PERCEPTION Across the menu: Best pizza craftsmanship: Emphasize value propositions - from Emphasize bringing the freshest ingredients to every pizza order Papa Pairings to Shaq-a-Roni **Our approach** TARGETED MESSAGING CHALLENGER INCREASED **CO-INVESTMENT BRAND MINDSET:** INVESTMENT: WITH FRANCHISEES: AND DEALS: Differentiating our brand Reaching wider audience Ensuring a strong presence Leveraging customer through creativity and through traditional and in key regional and local data to create more disruption digital advertising personalized offers markets

AMPLIFY MARKETING **INVESTMENT IN BRAND EVOLUTION IS IMPROVING CONSIDERATION**





• 24

BRAND HEALTH STRONG BUT OPPORTUNITIES REMAIN





- As category media spend grew, we saw QoQ gains in three areas: Awareness, Familiarity and Trial
- Increases in Recommend were most pronounced with Millennials
- Q3 results show strength with Gen Z and an additional opportunity to gain reach



• 25

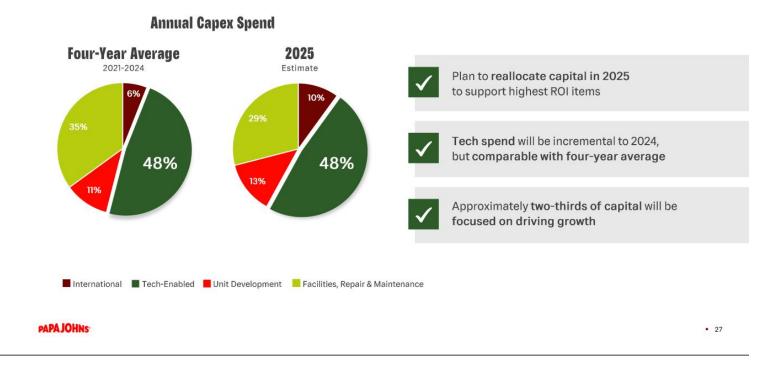
INVEST IN TECHNOLOGY CREATING A SMOOTH AND REPEATABLE CUSTOMER EXPERIENCE



Agility: Boost agility, service and business potential	Intelligence: Further develop cutting-edge capabilities to enhance business intelligence and operational efficiency	Resilience: Fortified resilience and enhanced flexibility
INITIATIVES:	INITIATIVES:	INITIATIVES:
 Simplify products, operations and processes Evolve to an omnichannel experience with product team mentality 	 Invest in integrity of our data and leverage tech stack for a better consumer experience Prioritize cross-functional work on data analysis to support order growth and margin improvement Torracted marketing comparison 	 Enhance system performance, reliability and customer trust Ensure seamless and efficient experience across all channels Reinforce commitment to safeguarding customer data
	 Targeted marketing campaigns through next evolution of loyalty enhancements 	

GROWTH DRIVING CAPITAL INVESTMENTS



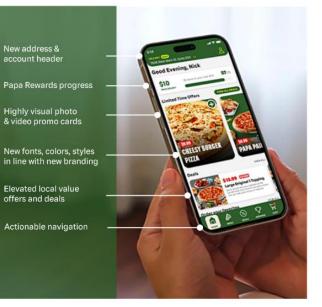


DIFFERENTIATE CUSTOMER EXPERIENCE ENHANCING CUSTOMERS' DIGITAL EXPERIENCE



Improving user interaction with revitalized app and redesigned website

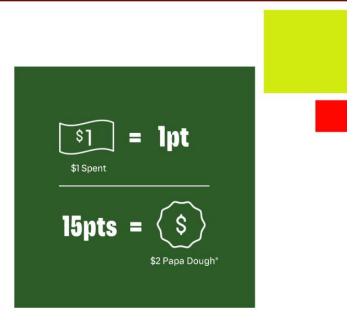
- Q3 Brand Health results showing increase in customers who found the app and website easy to use
- Enhancing website homepage to realign with user experience patterns and act as customers' personal dashboard
- Papa Rewards point progress and offers are featured more prominently



DELIVERING LOYALTY REWARDS CUSTOMERS DESERVE

Papa Rewards Program Update: Earning Papa Dough® faster and more often

- As of Q3 2024, ~1/4 of active loyalty program members had not yet reached a reward due to the current thresholds
- Threshold reduced from 75 points for \$10 Papa Dough® to 15 points for \$2 Papa Dough® (November 18, 2024)
- Unlocking Papa Dough[®] faster provides immediate customer gratification, resulting in higher transactions and frequency improvements



EVOLVE FRANCHISEE BASE CURRENT STATE OF NORTH AMERICAN FRANCHISEE BASE

Store Count	1-5	6-25	26-50	51-100	100+	Total	
Franchisee Count	327	60	12	8	4	411	
% with Development Agreements	13%	30%	75%	63%	100%	19%	
					000/	070((2)	and the second second
% of North America System s of August 2024 in thousands	17%	19%	12%	17%	22%	87% ^(a)	

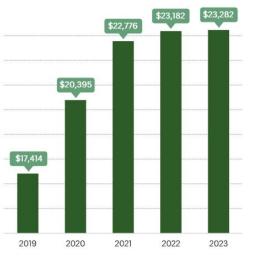
PAPA JOHNS

(a) Does not include Company-owned restaurants
 (b) Weighted average based on number of restaurants multiplied by franchisee tenure
 (c) Calculated based on date of opening, excluding any remodel work



EVOLVE FRANCHISEE BASE DOMESTIC MARKET PRESENTS OPPORTUNITY FOR GROWTH





Weekly Per-Restaurant Average

Avg net sales for combined traditional franchise and company-owned restaurants

- Domestic market average unit sales of ~\$1.2M have grown at an ~7.5% CAGR over last four years
- Development team has rebuilt the foundation to scale and accelerate profitable growth
 - Future average domestic build costs anticipated to be ~\$500K, excluding marketing incentives

OPPORTUNITIES TO ACCELERATE DOMESTIC DEVELOPMENT



Domestic opportunities exist to utilize our existing infrastructure and create sustainable unit growth

markets

EXISTING FRANCHISEES:

Identify and focus on expansion with top operators with growth appetite

CORPORATE DEVELOPMENT:

Refranchise select markets, creating an entry point for new and existing partners and develop underpenetrated strategic growth

NEW FRANCHISEES:

New operators bring new perspectives, energy and a hungry and growth-oriented mindset



EXPANDING OUR DOMESTIC AND INTERNATIONAL FOOTPRINT





Papa Johns Penetration vs. Peers (units)*

TRANSFORM INTERNATIONAL NARROW AND DEEP FOCUS ON MOST IMPACTFUL MARKETS







FINANCIAL OVERVIEW

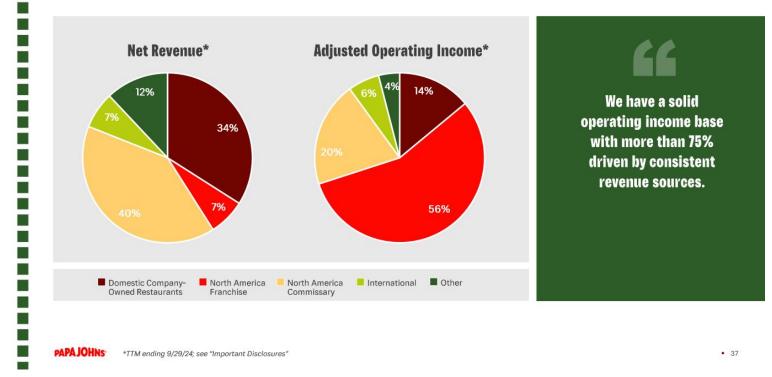
Ravi Thanawala

Chief Financial Officer & Executive Vice President, International

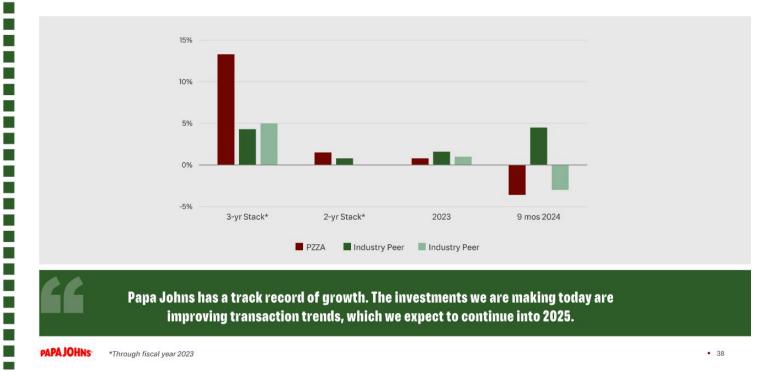
MY PASSION FOR THE PIZZA BUSINESS

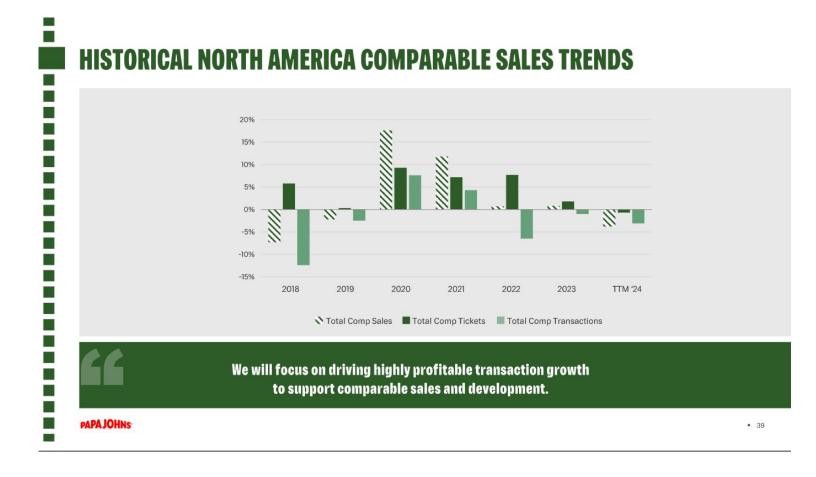


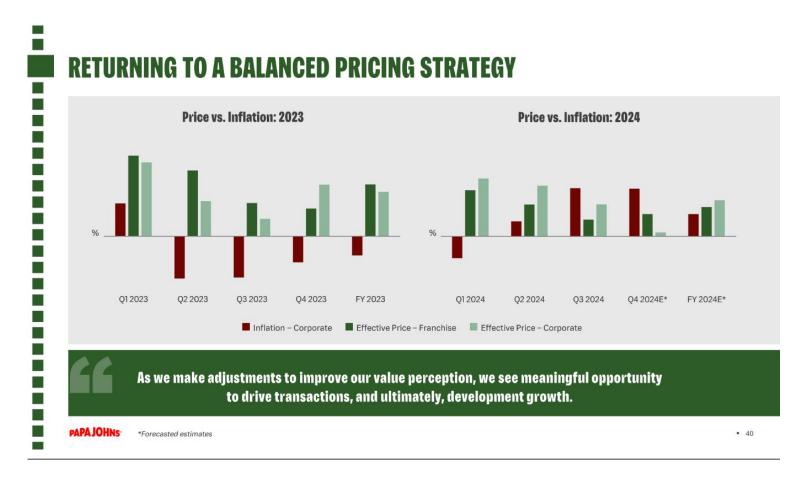
REVENUE AND OPERATING INCOME BREAKDOWN



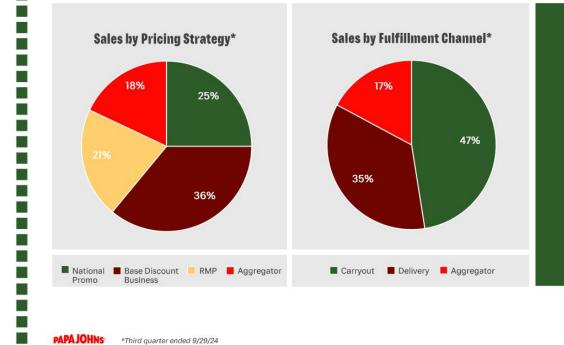








SHARPENING PRICING TO IMPROVE VALUE PERCEPTION AND FREQUENCY





National promotion drives value perception to win the hearts and minds of our customers, and we optimize margin by serving their needs through all fulfillment channels.

SCALE DRIVES HIGHEST MARGINS DESPITE HIGHER FOOD COSTS

Domestic System Margins*

Restaurant Quartiles	lst	2 nd	3rd	4 th	Total Avg
Avg Rest. Sales Weekly Per Rest. Avg	\$31,474	\$22,866	\$18,433	\$13,334	\$21,618
Avg Rest. Orders Weekly Per Rest. Avg	1,168	844	676	498	800
Avg Ticket Weekly Per Rest. Avg	\$26.95	\$27.10	\$27.28	\$26.79	\$27.03
Avg Food %	28.3%	28.4%	28.0%	27.7%	28.1%
Avg Product Margin/Ticket	\$19.32	\$19.40	\$19.64	\$19.37	\$19.43

9 mos ended 9/29/24

Our best-performing restaurants are striking the right balance between transaction-driving sales and profitability as each incremental order offers significant value.

PAPA JOHNS

*Information includes franchise restaurants within comparable store base. We are providing this information for illustrative purposes only as the information will change over time.

UNIFYING FRANCHISE DATA

- Investing in franchise analytics platform to deliver actionable insights across the system to drive profitability and brand growth.
- Transitioning from a manual management and maintenance process to an automated platform where data is "harmonized" across the system to provide insights and inform business strategy at both company and franchisee level.

Initial Domestic Franchise output^(a): For FY2023, ~25% of traditional Domestic franchisee restaurants' data has been uploaded into the platform and "harmonized."

Avg Reporting Domestic Franchised Restaurant Sales (a)(b)



Avg 4-Wall EBITDA(a)(c)



Avg 4-Wall EBITDA margin (a)(c)

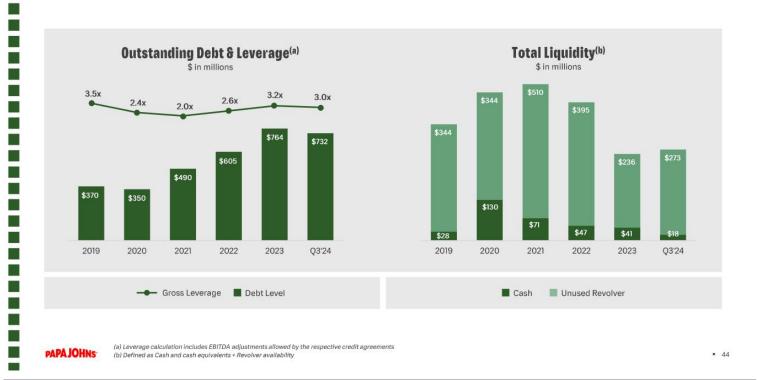


PAPA JOHNS

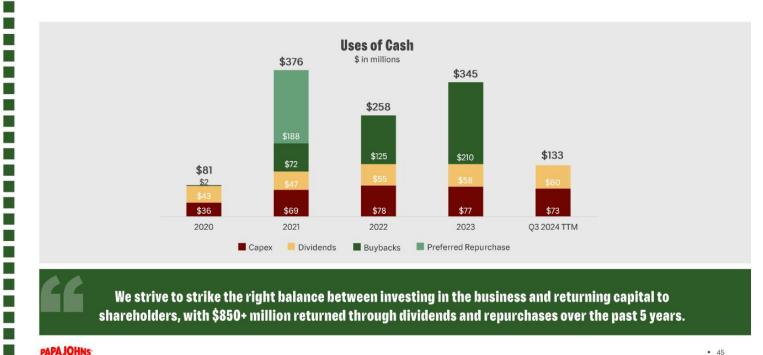
(b)

(a) The information is provided for illustrative purposes only based upon a sample size of traditional domestic franchise restaurants that have reported data using the automated reporting system. The Company makes no further representations regarding the accuracy or completeness of the information, or its applicability systemwide. Average Domestic franchised restaurant sales of the 2,350 traditional domestic franchised restaurants that were open the entire year of 2023 were \$1.19 million. 4-Wall EBITDA and 4-Wall EBITDA margin are an assessment of our average franchised store-level profitability, which includes application of the current royalty rate, and (c) adjusts for certain administrative and other items that we do not consider in our evaluation of individual franchise store-level performance. EBITDA is a non-GAAF financial measure; see "Important Disclosures."

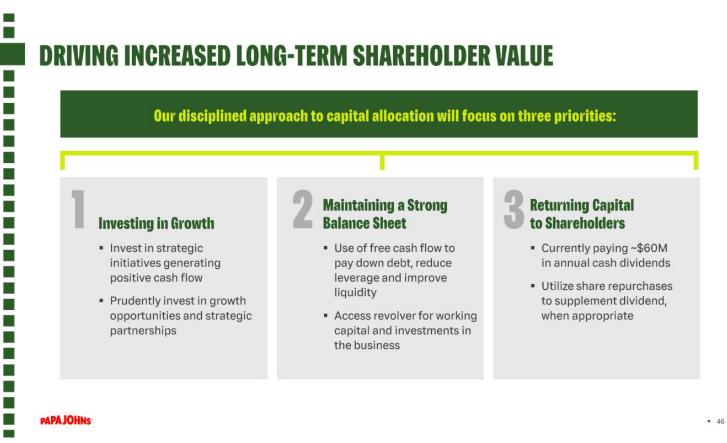
STRONG BALANCE SHEET SUPPORTS GROWTH INVESTMENTS



DISCIPLINED CAPITAL ALLOCATION



PAPA JOHNS







FIRESIDE CHAT

Ravi Thanawala, Kevin Vasconi, Joe Sieve and Jenna Bromberg

KEY TAKEAWAYS FROM TODAY ...





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