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We help you put  
hospitality first.™

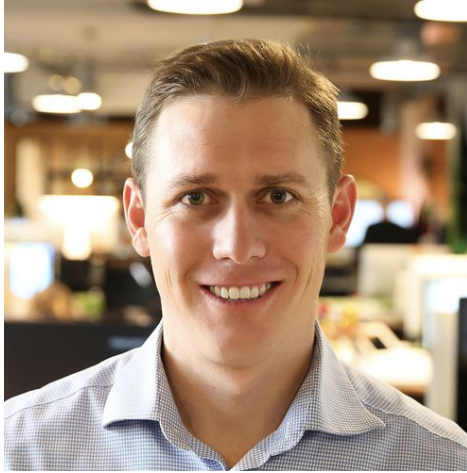


# Agenda

- **Who is Gotab**
- **What is the solution**
- **What problems do we solve**
- **Ideal Customer Profile**
- **Sales Process**
- **Q&A & Identify Next Steps**



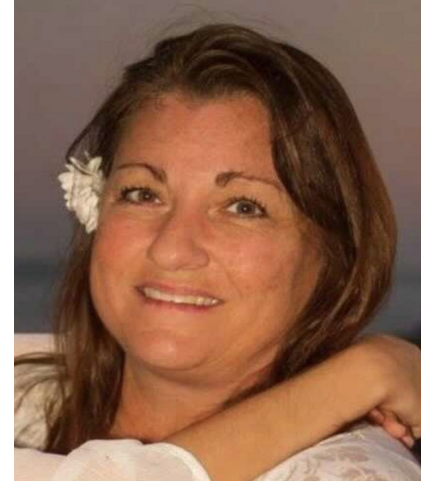
# Your Gotab Team



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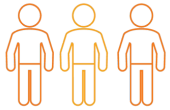


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Sales Operations  
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Account Executive  
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# Who is Gotab



**Founded in 2016, we've  
been doing QR before it  
was cool**



**100% YoY Growth  
Processing hundreds of  
Millions Annually**



**Partner & Customer Focus  
is in our DNA**



**100% Built in the cloud  
We run on just about  
anything  
PCI Compliant**

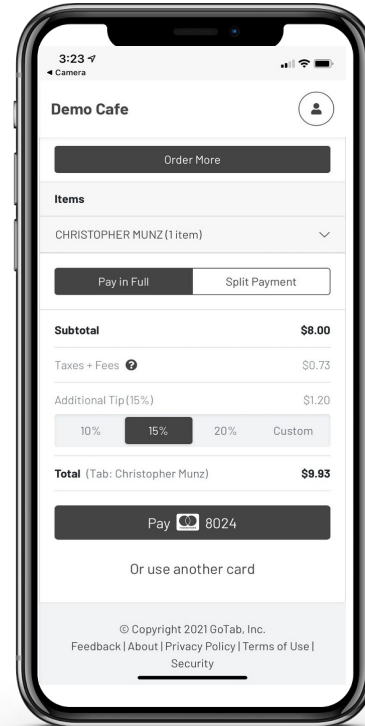
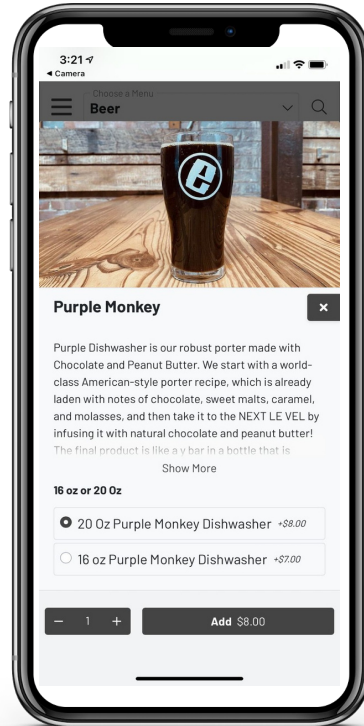
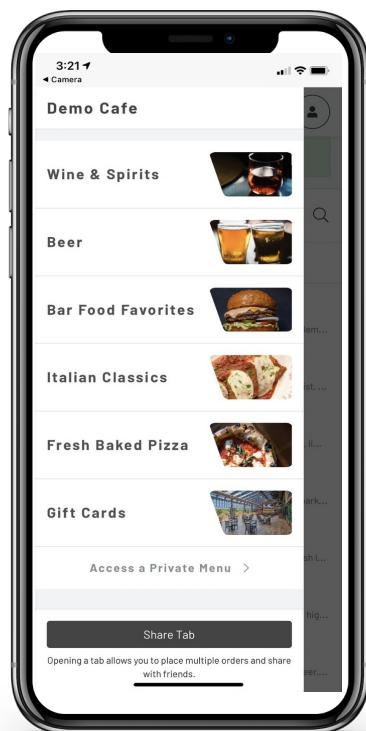
# We're the Uber vs a Yellow Taxi for a Food Service Operator

- Scan a QR when sitting down at a table, opening up an interactive menu with photos & videos of your food & beverage
- Order via any mobile device; no app download required
- Embedded credit cards tokenized against each user
- An On-Demand Experience allowing both a guest- or server-initiated experience
- Omni-commerce platform covering in-venue, online, integrations with food delivery apps, & 1st party delivery

# Creating an On-Demand Experience

## Scan - Order - Pay - GoTab

Scan QR Code to Experience GoTab



## GoTab Cloud Based POS

- Cloud based POS running on iOS, PC's or Android
- Pax Handheld Payment Terminals - Run GoTab as a POS, a Hand-Held Ordering Tablet, or any other GoTab-enabled device.
- Handheld Ordering Tablet - Lightweight and easy to carry, allows mobile ordering capability.
- GoTab Router - Small network device that sends orders from GoTab as well as any existing POS to new or existing printers.
- Bring your own device model - able to work with merchants' existing hardware environment





The logo for Micros, featuring the word "micros" in a bold, blue, sans-serif font with a registered trademark symbol.The logo for Aloha, featuring the word "Aloha" in a green, cursive script font with a registered trademark symbol.The logo for Positouch, featuring the word "Positouch" in a bold, blue, sans-serif font, with "Posi" in white and "touch" in blue, set against a dark blue rectangular background.The logo for Brink POS, featuring the word "Brink" in a grey, sans-serif font and "POS" in a blue, sans-serif font, with a blue cloud-like graphic to the left.The logo for Square, featuring a black square icon with a white square inside, followed by the word "Square" in a black, sans-serif font.

## GoTab Integration

GoTab was created by members of the hospitality industry, and we recognize that your POS system is a huge part of your operation.

We currently integrate with the following systems:

- Micros 3700 and Symphony 1 and 2
- Aloha
- Positouch
- Brink
- Square

We also operate “over the top” of your POS so you can modernize without having to rip and replace what you already have.





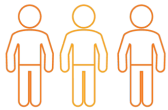
# Put Hospitality First & Technology in the Background

With GoTab, operators can modernize their tech stack without having to rip and replace the investments in legacy POS systems they've already made. They get a complete restaurant commerce platform for their business that sits “over-the-top” of their existing POS.

See how our platform allows you to take control of the front-of-house.

- Deep insights and trends in robust and easy to read dashboards.
- Track week-by-week sales and other metrics.
- Receive real-time customer experience feedback.
- Get notified of staff trends including top employees and anomalies.

# Current Environment



**Staffing Shortages**



**Increasing Costs**



**Shifting Guest Expectations**



**Technology Fragmentation**

# GoTab Makes an Impact



## Larger Order Sizes

GoTab operators see higher customer spend – 23% when compared to counter service



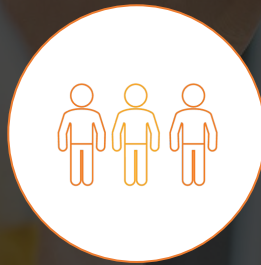
## More Efficient Service

GoTab operators process more transactions – typically 3-5 times more at peak versus a traditional POS



## Better Reviews

GoTab operators see higher Yelp reviews – average ½ star higher for GoTab users



## Scale with Less Labor

GoTab operators can reduce their labor costs by up to 15%+



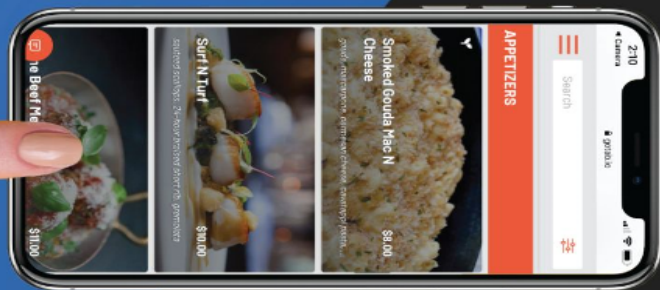
More Profit + Less Overhead  
= Better Hospitality



20% Higher Check Average

30% Lower Overhead

Increase Cover Average



 [about.gotab.io](https://about.gotab.io)

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## Why GoTab

- Open and Share Tabs Between Servers and Guests
- Run On Existing Hardware - iOS-, Android-, Windows-Enabled Devices
- No App Downloads Needed
- Manage Menu in Real-Time; 86 Items Directly from the KDS
- 2-Way Messaging from KDS to Guests
- Dine-In, Takeout, Delivery Platform -- Consistent Guest Experience
- Batch Orders and Throttle Channels for Peak Demand
- Fraud Protection (Walkout Pursuit)



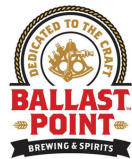
## Put Hospitality First ... with Affordability & Security

- Simple and secure card verification via guest's mobile device.
- Payment method is secured before the order; eliminates walkouts.
- Card information is encrypted and protected; only under guests' control.
- PCI, GDPR and CCPA compliant.

# Sample of Current Customers

## Restaurants and Breweries

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## Hotel, Retail, and Events

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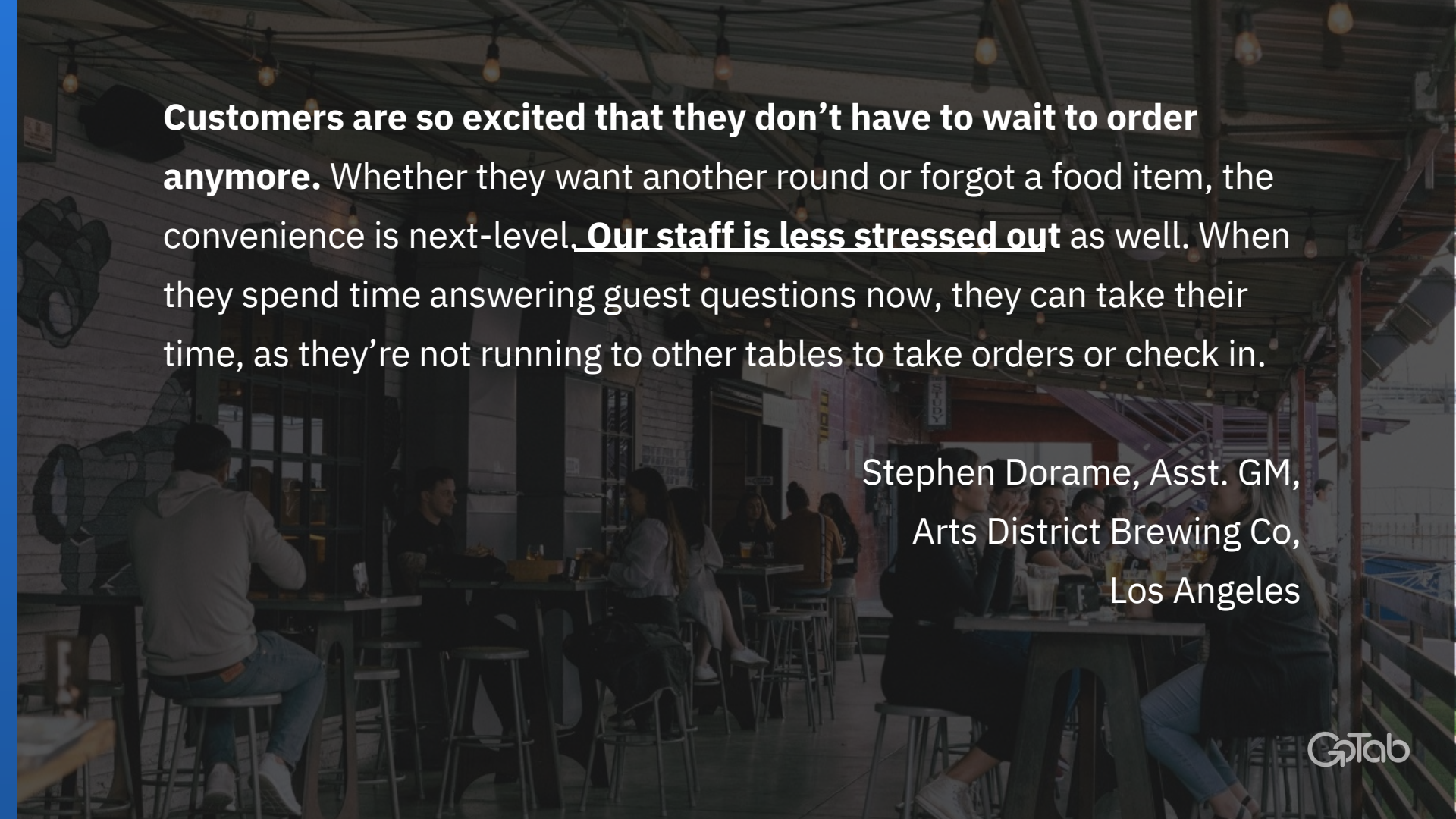
# Sales Model & Process

- GoTab provides a dedicated AE for each demo
- Partners are encouraged to participate in the demo as one team
- Submit clients interested in a demo to GoTab's lead submission portal

**<https://gotab.io/en/referral-partner/>**


- You can book a demo time, or simply send customer information for us to reach out
- Upon demo completion GoTab will assign a dedicated launch specialist with each customer to ensure smooth go-live.
- Mary & Jake to communicate all aspects of the sales process



The background image shows an outdoor patio of a brewery. Several patrons are seated at high-top tables, some facing away from the camera and others towards it. The patio is covered by a wooden structure with hanging string lights. The overall atmosphere is casual and social.

**Customers are so excited that they don't have to wait to order anymore.** Whether they want another round or forgot a food item, the convenience is next-level. **Our staff is less stressed out** as well. When they spend time answering guest questions now, they can take their time, as they're not running to other tables to take orders or check in.

Stephen Dorame, Asst. GM,  
Arts District Brewing Co,  
Los Angeles



For more information, contact GoTab at  
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Q&A



Return on Investment

