

GoTab x  KastenBerry

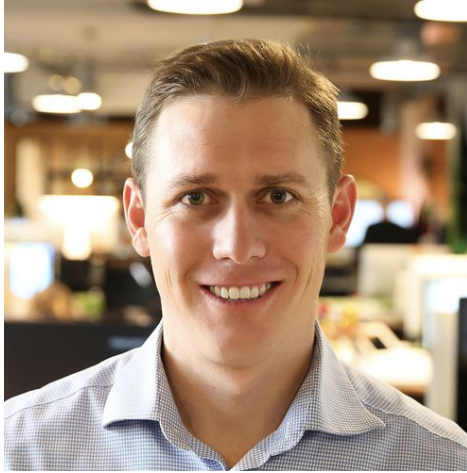
We help you put
hospitality first.™



Agenda

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

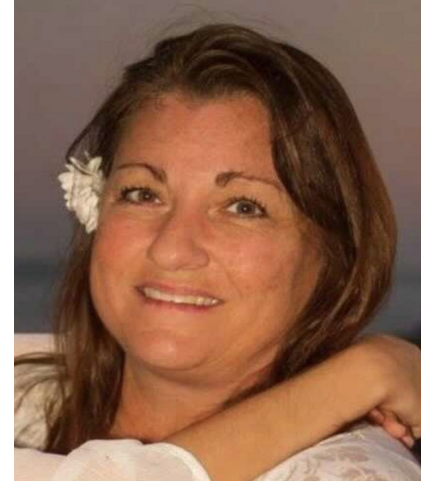
Your Gotab Team



Jake West
VP Partnerships
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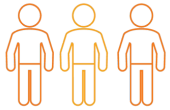


Christian Behrle
Sales Operations
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Mary Fisher
Account Executive
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Who is Gotab



**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**

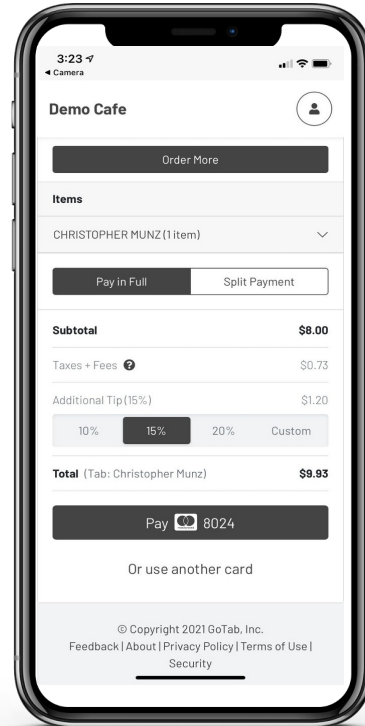
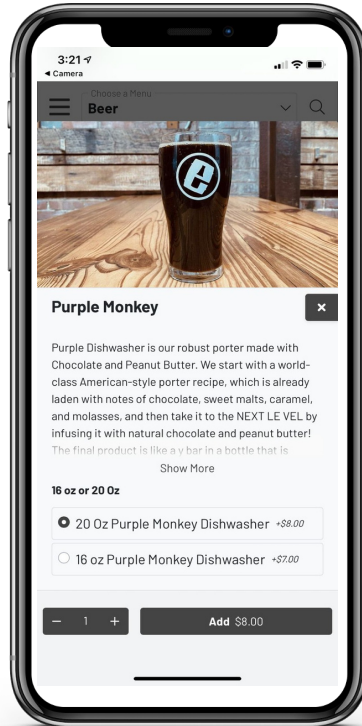
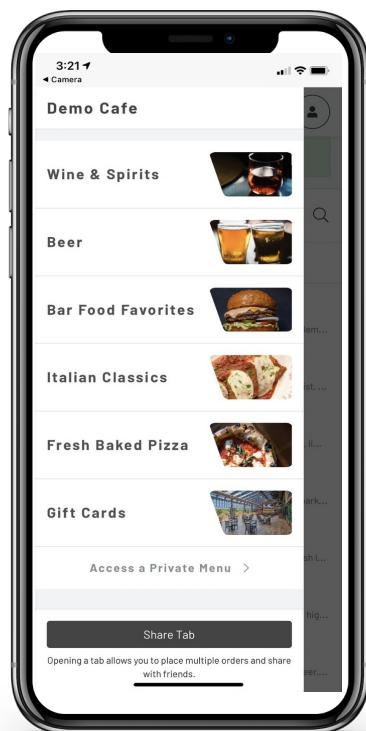
We're the Uber vs a Yellow Taxi for a Food Service Operator

- 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 Micros logo, featuring the word "micros" in a bold, blue, sans-serif font with a registered trademark symbol.The Aloha logo, featuring the word "Aloha" in a green, cursive script font with a registered trademark symbol.The Positouch logo, 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 Brink POS logo, 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 Square logo, 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.



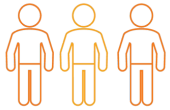
Put Hospitality First & Technology in the Background

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



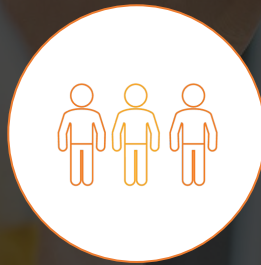
More Efficient Service

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%+



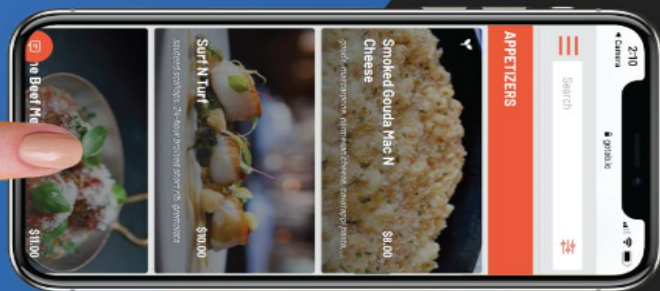
More Profit + Less Overhead
= Better Hospitality



20% Higher Check Average

30% Lower Overhead

Increase Cover Average



 about.gotab.io

 info@gotab.io



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)

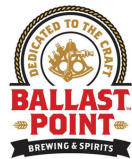


Put Hospitality First ... with Affordability & Security

- 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



Hotel, Retail, and Events

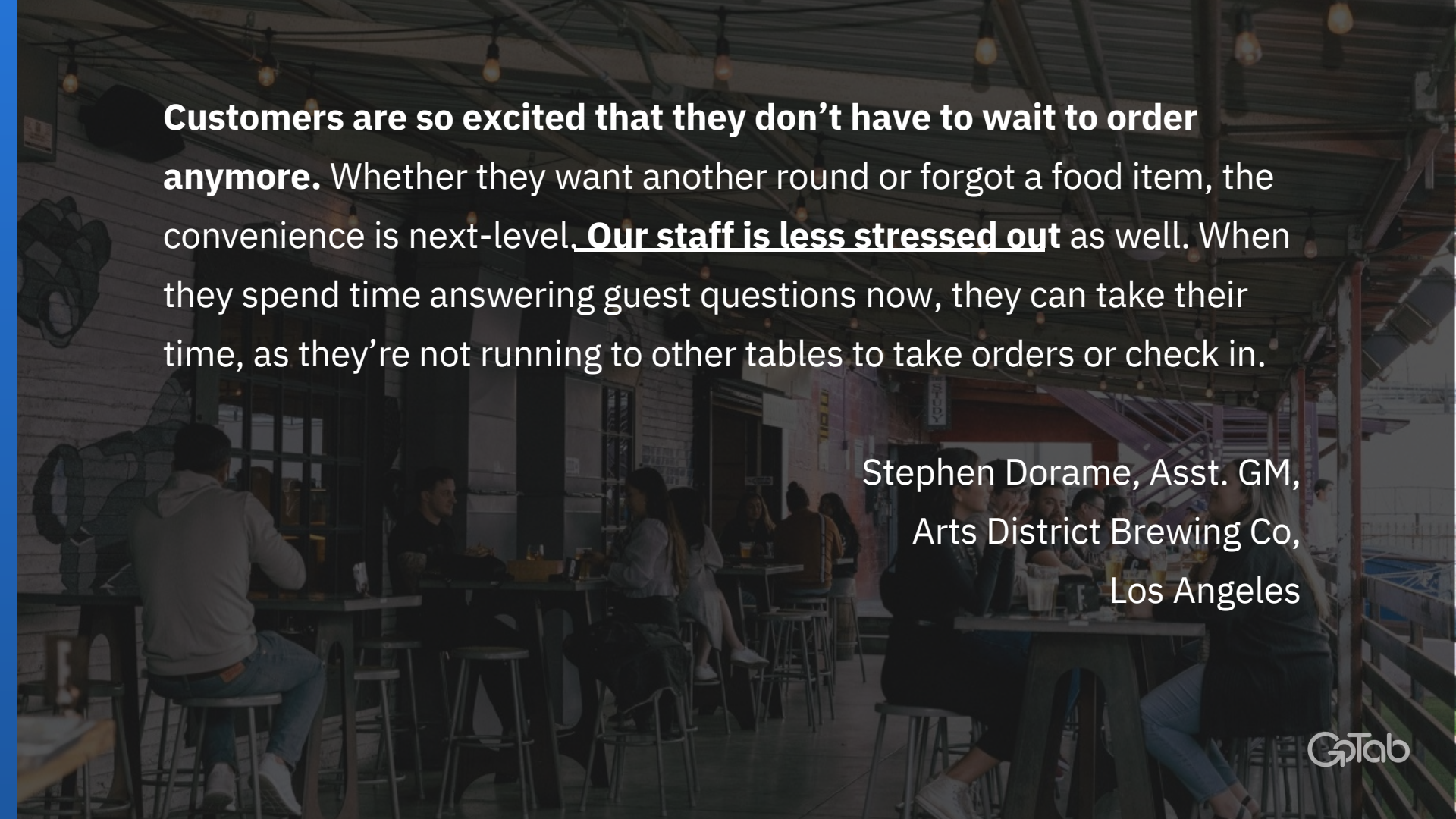


Sales Model & Process

- 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 people are seated at high-top wooden tables, some facing the camera and others with their backs to it. The patio is covered by a dark, corrugated metal roof. Numerous small, warm-toned string lights are strung across the ceiling. The walls are made of light-colored wood or concrete. 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

