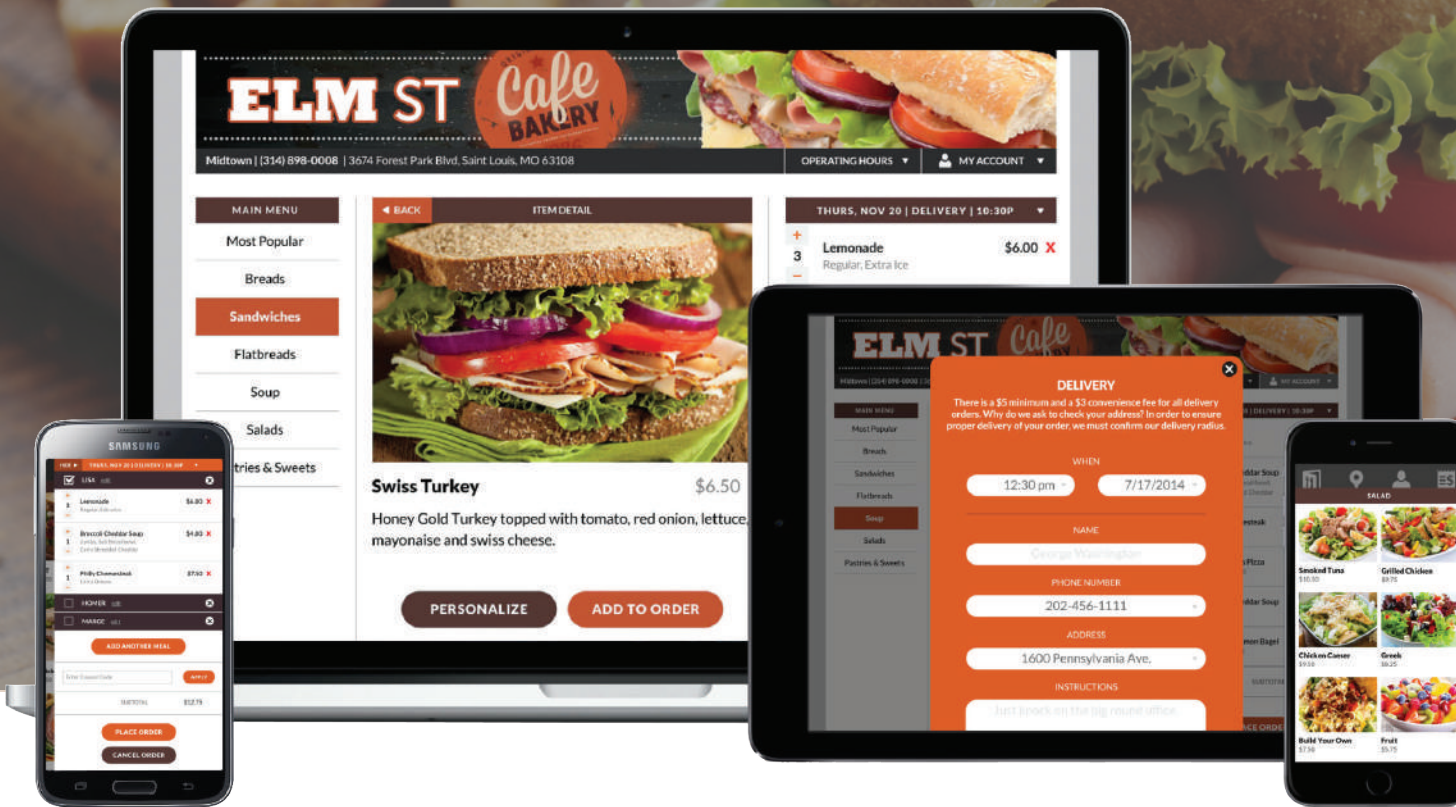# The Future of
Self-Service
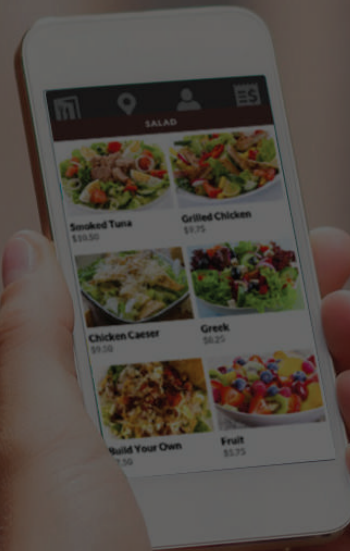# Technology.
Today.

PRODUCT OVERVIEW

e|tab®

The e|tab web and mobile solutions allow your restaurants' customers to browse menus, make selections and pay for their orders through a brand-specific interface, **accessible from anywhere.**

☑ **GENERATE NEW SALES**

☑ **ACCELERATE ORDER VELOCITY**

☑ **INCREASE LOYALTY AND SATISFACTION**

e|tab®

Product Benefits

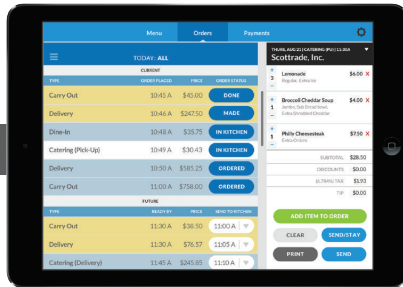Empower your Customers with Online Ordering

BRAND-SPECIFIC SITE

RESPONSIVE DESIGN

TOTAL CONTROL

Customizable Interface Design

e|tab recognizes your merchants have worked hard to build their brands. Our approach puts them in the spotlight through a custom header design and UI elements that reflect their brand standards.

Web-based Architecture

Rather than force customers to download yet another app, e|tab can be used from any web–enabled device: Computer, Tablet or Mobile Phone.

Manage Orders and Payments

With our tablet-based Order Management System, merchants control orders being sent to the kitchen, identify orders that may require special attention and easily deal with payment questions.

e|tab®

Every e|tab deployment includes the following elements **as standard components of the system:**

☑ **CUSTOM SITE HEADER**
And brand-specific color palette

☑ **FULLY RESPONSIVE FORMAT**
Usable on any web-enabled device

☑ **KEY BUSINESS INFORMATION**
Location, Phone, Hours of Operation, etc.

☑ **MULTI-LOCATION CAPABILITIES**
Google Maps driven location services

☑ **FULL-FEATURED MENUS**
With complete Item Personalization options

☑ **TEXT OR IMAGE-BASED MENU OPTIONS**
Also capable of combination

☑ **MULTI-PARTY ORDERING OPTIONS**
Order by guest name for larger parties

☑ **FUTURE-ORDER OPTIONS**
Up to seven (7) days in advance

☑ **MULTIPLE ORDER TYPES**
Carry Out, Delivery, Catering, etc.

☑ **USER ACCOUNT CREATION**
Including registration via Facebook

☑ **SAVED ORDER HISTORY**
For easy re-ordering

☑ **SAVED CREDIT CARD FUNCTIONALITY**
Token-based encryption, PCI compliant

☑ **GRATUITY "SLIDER" TO AUTO COMPLETE**
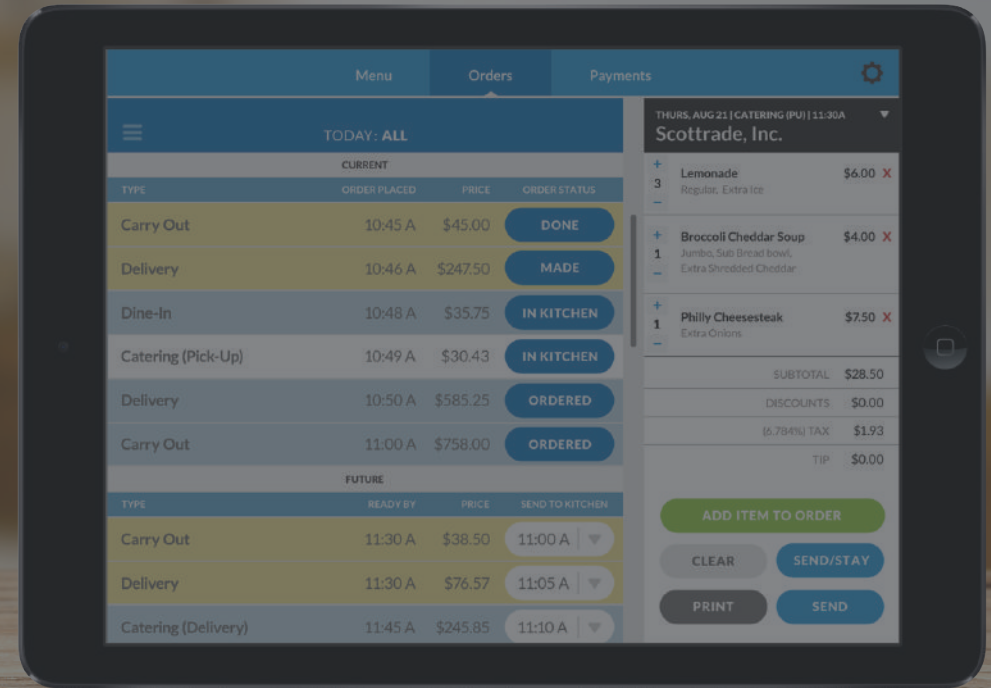Optional manual entry

☑ **DISCOUNT AND COUPON CAPABILITIES**

e|tab®

The e|tab merchant Order Management System is comprised of **two core modules:**

1 **The Orders module allows your merchant total control of orders flowing into the establishment**

» Intuitive dashboard view of orders (by type)
» Future orders presented in chronological sequence
» One-touch access to order details and customer information
» Ability to control orders entering into kitchen workflow
» At-a-glance order details via "ticket" view, including item details
» Print, Send or Void orders with a single touch
» Email and Text-based Notifications of new orders (text optional)

2 **The Archive module allows access to completed orders for review and on-the-spot issue resolution**

» Search archive via date range, last-4 on CC, Check ID or Name on Order
» One-touch drill-down to ticket view of any order in the archive
» PRINT any archived order for detailed review
» VOID any archived order (with proper management credentials)

e|tab®

Low Friction Merchant Adoption

We make it easy for your merchants to enter the online-ordering marketplace

Simple Pricing

With e|tab, your merchants only pay for business that is generated through the system. Outside of modest setup charges and their selected hardware purchased through POS Portal (0% financing available), there are no monthly fees or "hidden" costs in our model.

Easy to Use

Our merchant tools are intuitive and straightforward. Training is minimal and our system integrates easily with merchants' established work flows; making taking these new orders a breeze.

Meets Critical Demand

The online ordering marketplace is exploding and consumer demand for this convenience technology shows no signs of slowing down. e|tab allows your merchants to tap into this important new sales channel with minimal cost and effort.

e|tab®

Standard Menu Build & Site Design Pricing

e|tab offers our merchants an attractive and affordable way to enter the online ordering marketplace. Our pricing* for menu creation and site design typically falls into three basic tiers:

1 **SMALL VENUE/ QSR / FOOD TRUCK:** **$250**
» Text-only
» Up to 20 menu items
» Additional Options:
» Add images: **50% premium**
» Add menu items: **$50/hr (1 hour min)**

2 **STANDARD RESTAURANT:** **$500**
» Text-only
» Up to 50 menu items
» Additional Options:
» Add images: **50% premium**
» Add menu items: **$50/hr (1 hour min)**

3 **POS-INTEGRATED :** **$1,000**
» Text-only
» Up to 50 menu items
» Add images: **50% premium**
» Add menu items: **$50/hr (1 hour min)**

*e|tab offers bespoke engagements when client requests are determined to fall outside standard pricing tiers.

e|tab®

Revenue Share Service Fees

e|tab only costs when it pays. Unlike competitors with fixed monthly fees, service fees or transaction fees hidden in the fine print, e|tab instead charges a flat 7.5% of total transactional revenue generated through the system – which includes **all typical payment processing costs.**

✓ ONE LOW COST: **7.5%**

e|tab®