


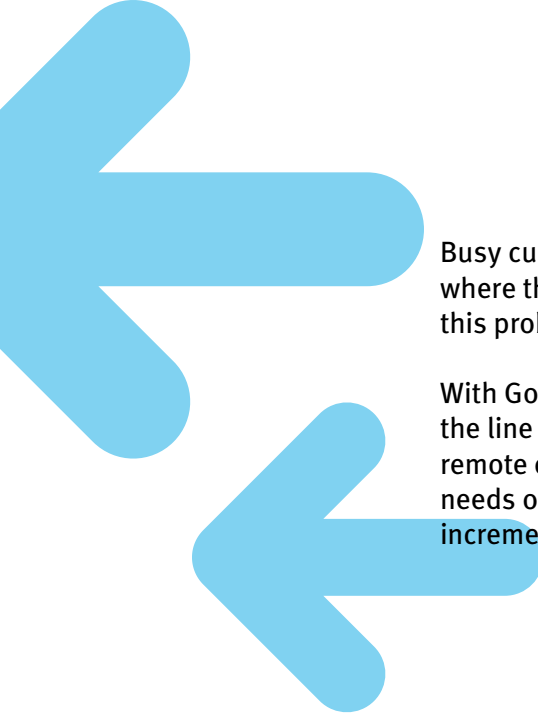


**Increase Revenue
& Profitability
with GoMobo's
Remote Ordering
Platform**



“GoMobo has helped increase sales significantly at our Subway. The number of customers who place their orders through GoMobo increases day by day. During lunch, our customers enjoy not spending any time waiting in line to order. They order through GoMobo and this enables us to serve more customers.”

Djenane Bartholomew, Subway Franchise Owner



Busy customers don't have time to stand on long lines. Instead, they go to restaurants where they can get food faster. Even if they'd rather order from you. How do you solve this problem and increase throughput during peak hours? GoMobo is the answer.

With GoMobo, your busy customers can order ahead & pre-pay – allowing them to skip the line when they pick up their food. GoMobo is the industry's first comprehensive remote ordering system, built from the ground up to fulfill the business & operational needs of national QSR chains. The result is a service that's easy to deploy, and generates incremental revenue from day one.

Remote ordering made easy

GoMobo's service encompasses the full spectrum of channels customers can use to place remote orders:



Online



Text Message



Call-In
(Optional)

Orders are delivered to locations in one of several convenient ways:

- POS integration via Gomobo's POS API
- Stand-alone Verifone terminal
- IP printer
- PC with internet connectivity and a printer (or a POS running Windows)
- Fax, along with an automated confirmation call

So instead of deploying separate online, mobile and call center point solutions across multiple locations, GoMobo allows QSRs to deploy a single comprehensive service that includes all remote ordering channels. And for order delivery, QSRs can select on-POS, off-POS, or a combination of the two. This enables companies with multiple POS systems to easily implement GoMobo across all locations.

How it works



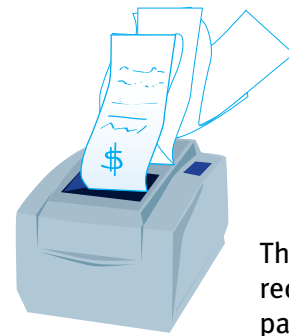
1

Customer places order and pre-pays (all GoMobo systems are fully PCI compliant)



2

Pick up time is automatically sent to the customer



3

The order is received & prepared by the QSR



4

Customer picks up the order



5

All payments are wired to the QSR weekly

Key features

accelerating ROI & ensuring quality

Interactive marketing campaigns

Not only does GoMobo help QSRs go beyond the four walls with remote ordering, it leverages the same technology to deliver targeted marketing campaigns. The service can send outbound email & mobile coupons to customers based on geographic location, daypart, and past purchase behavior. Included are short code set-up and hosting, keyword registration, opt-in list building, campaign execution, and reporting.

Private label service

For QSR chains, GoMobo develops a fully branded order-taking website, handles menu upload, ongoing changes in menu items & pricing, and configures all remote ordering business settings. This includes restaurant hours, food preparation parameters, and food delivery rules (if delivery service is offered). In addition, GoMobo provides 24/7 customer support.

Reporting & analytics

GoMobo reports give insight into customer usage behavior, promotion performance, and potential up-sell opportunities – vital information QSRs can use to build their overall business. GoMobo delivers a weekly metrics dashboard as part of its service. Custom reports and analysis are available on a consulting basis.

Patent pending GoTime technology

GoMobo's patent pending GoTime technology allows customers to schedule orders for either as-soon-as-possible pick up, or for a future pick up time. Once an order is placed, the system automatically sends a pick up time to the customer (based on settings configured by GoMobo in consultation with the QSR at launch). In addition, the order is delivered to your restaurant on a just-in-time basis – ensuring food freshness & quality.

Benefits

business growth without the operations headache

- Drive incremental revenue
 - GoMobo leads to extra transactions that help improve your bottom line
- Enable catering & corporate orders
 - GoMobo lets you accept high-profit orders for large groups without clogging up existing operations
- Handle more orders during peak hours
 - capture orders from habitual customers before they decide to go elsewhere
- Increase order sizes
 - GoMobo orders are 39% larger than orders placed in-person
- Increase order frequency
 - make it easy for loyal customers to order no matter where they are
- Deliver interactive email & text message campaigns to targeted customers based on location, daypart, and past purchase behavior
- Gain valuable insights into customer behavior, promotion performance, and potential up-sell opportunities
- Deploy one easy, comprehensive service that offers flexible ways to deliver orders to your locations
- Full private label solution leverages the strength of your brand
- Turnkey customer support & service maintenance provided by GoMobo

About GoMobo

GoMobo has developed a groundbreaking remote ordering service that allows busy customers to skip the line at quick service restaurants. Built specifically for the business & operational needs of QSRs, the service helps operators add incremental orders, handle more orders during peak hours, handle large catering orders, increase average order sizes, and increase orders per customer. GoMobo's clients include Wawa, Subway, affiliates of Dunkin' Donuts, Papa John's, and Quiznos, as well as top independent restaurants around the United States. The company is privately held and based in New York, NY.

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