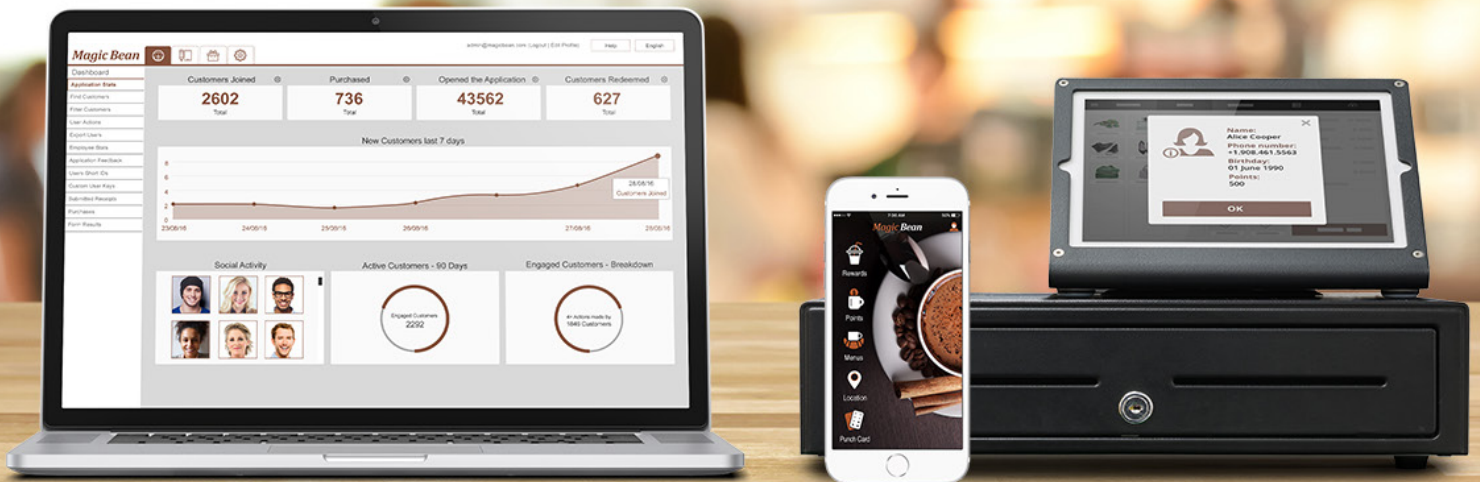


ComoSense

Business Proposal





About Como

No matter what industry you're in, your existing customers are the key to higher profits. In fact, 15% of a retailer's most loyal customers account for up to 70% of its overall sales, and businesses with loyalty programs enjoy 88% higher profits than their competitors. Yet customer retention persists as a major challenge for many small and midsize chains that don't have the resources to invest in expensive, complicated loyalty programs—or the know-how to run them.

Since 2010, Como has been empowering businesses to strengthen their customer relationships and drive business growth through our innovative customer management solutions. Our mission is to provide chains of all sizes with the state-of-the-art technology they need to compete with the world's biggest brands. Our flagship solution, ComoSense, integrates with POS software to enable retailers and restaurants to manage their customers, personalize the customer experience, and increase spend. Papa John's, Quiznos, Burger King, Coca-Cola, and Conway (Panama) are some of the major chains harnessing ComoSense to maximize sales and build lasting customer relationships.

The ComoSense Solution



ComoSense is the complete customer management solution that gives businesses the tools and insights they need to increase engagement, loyalty, and growth. The platform's Swiss Army knife of tools includes a branded mobile app, valuable business insights, and a wide range of rule-based loyalty programs.

Your ComoSense toolset includes:



Branded Mobile App

Keep your business in the palm of your customers' hands with your own branded and customized mobile



Actionable Data and BI

Get valuable insights to understand your customers and make more profitable business decisions



Multichannel Communication

Engage your customers on multiple channels, including your app, SMS, push notifications, and email



Personalized Loyalty Programs

Keep customers coming back with rule-based combinations of gifts, offers, and incentives



Automation Engine

Run targeted marketing campaigns on autopilot to deliver the right message to the right customer at the right time



Connectivity and Integrations

Streamline your operations with third-party integrations, including POS, e-commerce, online ordering, and more

Why Choose ComoSense?

✔ **Complete toolset** provides you with everything you need to gather useful insights, boost customer loyalty, and maximize business growth—all in one place

✔ **Cutting-edge technology** offers you an advanced cloud-based customer management solution that evolves with your business

✔ **Flexible and modular** platform is tailored to your business' needs and offers an ever-growing suite of innovative features and capabilities

✔ **Dedicated success manager** sets it all up and provides ongoing support, success tools, and business reports

✔ **Turnkey solution** makes it easy to set up and manage all of your locations and customer data from one dashboard

✔ **Proven results** show that our clients are enjoying a greater return on investment and significantly increasing their revenue

30%



Higher average purchase for members vs. non members

+10%



Increase in numbers of customer purchases every month

25%



25% of members return every month

ComoSense Inside Your POS

The ComoSense platform is designed to work effortlessly with your POS, so there's no extra hardware or software required. With ComoSense inside your POS, you'll be able to:

- ✓ Deliver a seamless customer experience
- ✓ Personalize your customer relationships
- ✓ Gain actionable business insights
- ✓ Control your data and locations from your HQ
- ✓ Increase total sales



How It Works

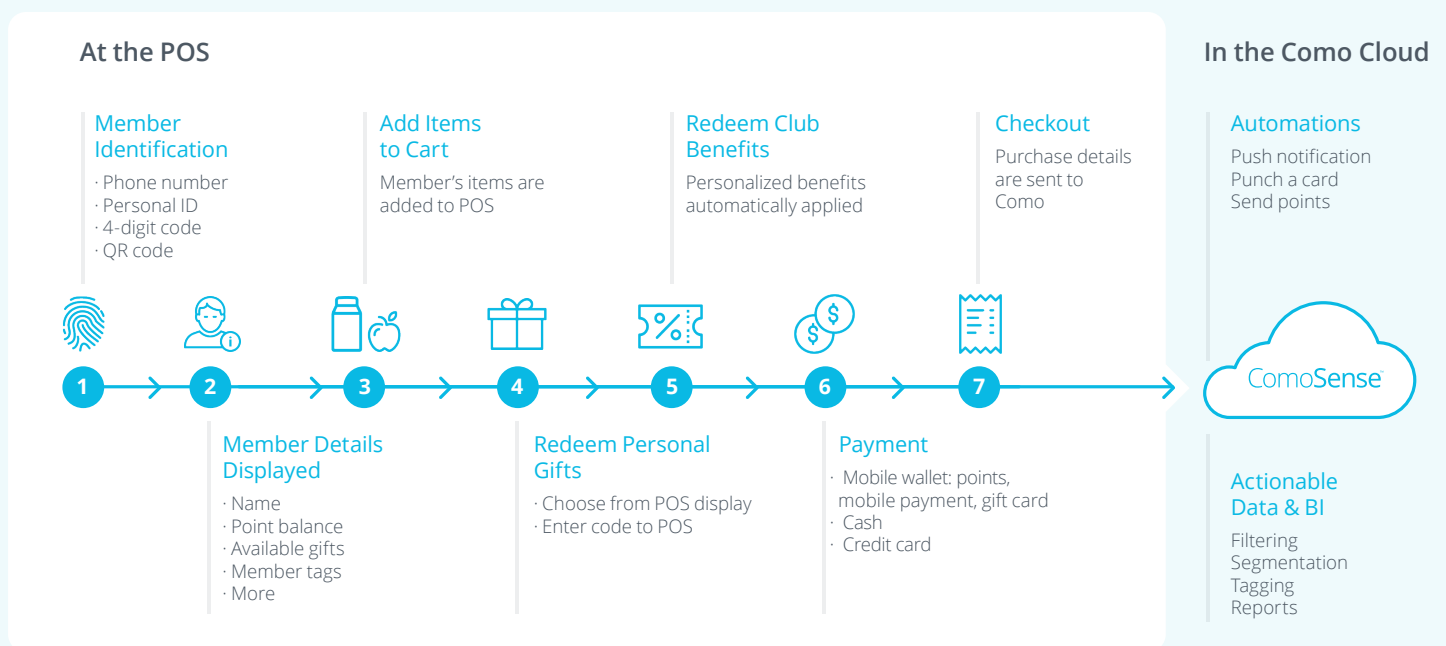
Once customers download your app and join your loyalty program, they can be identified via phone number, personal ID, QR code, or a 4-digit member code. Each member will be able to redeem points or gifts and make mobile payments using a stored credit card, accumulated budget, or gift cards. With all the information about the member right at your fingertips, you will have opportunities to upsell and increase customer spending.

Once a purchase is made, the POS transmits the member's identification and transaction details (shopping cart, purchase total, etc.) to the Como cloud automatically.

Then, you will be able to engage with your customers and bring them back by running automated campaigns based on their profiles and purchasing behavior.

All of your business' data—including location information and customer purchase details down to the item—is accessible from your management console. You'll be able to generate detailed reports, view customer analytics in real time, and gain valuable insights to help you make profitable business decisions.

Seamless Customer Experience at the POS





Getting Started

The ideal customer management solution for any type of business, ComoSense is tailored to your chain's specific needs. Our extensive array of features and capabilities is growing all the time to provide you with the most cutting-edge cloud-based toolset.

Your dedicated success manager will customize your solution and guide you every step of the way—from creating your branded mobile app and launching your loyalty program, to setting up your automated campaigns and providing you with detailed reports, best practices, marketing tools, and more.

Pricing Model and Features

Our pricing model is designed to make it affordable for chains of all sizes to get started with ComoSense. Please refer to the attached pricing table for more information.

To see our full list of features, please click [here](#).

Join Us

Join our global network of retailers and restaurant chains maximizing their customer relationships to fuel significant business growth. If you're ready to take your business to the next level with the essential cloud-based solution for customer management, please sign the attached agreement. We will contact you in a few days to arrange a meeting and answer any questions you may have.



Supporting Materials

For real examples of how businesses have used the ComoSense solution to drive repeat business and boost their bottom line, see our [infographics](#) and one of our latest [success stories](#).

To learn more about the ComoSense solution, please refer to our [presentation](#) and [brochure](#).



Contact Us

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DISCLAIMER: Our Business Proposal is submitted solely to you, shall be valid for 30 days from the date sent to you, and is subject to a binding written agreement between you and Como within this timeframe, in the form provided to you by Como. The terms of this Business Proposal are confidential and guaranteed for this 30-day period only. Como is not committed to enter such agreement or otherwise, and may cancel this Business Proposal at any time by notifying you. Only a written agreement signed by both Como and you will be binding.