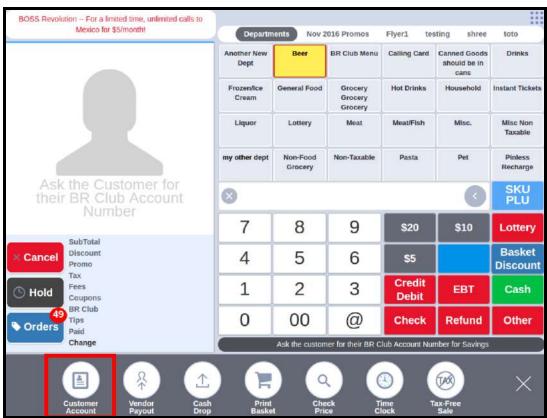


SEPTEMBER 2022 POS UPDATE - RELEASE NOTES

In this release we have improved two of our Existing Premium Features." **Customer Tab**" has been enhanced to allow merchants to load their customer account with funds into a Wallet and use those funds to pay for future orders. We also added a "Points" funcion to our **Loyalty Feature** where consumers can earn points and redeem them against products in the same store.

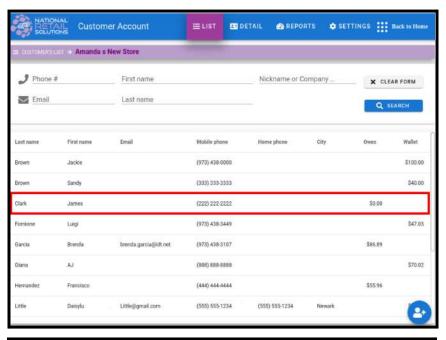
1. Closed Wallet (Customer Tab Enhancement)

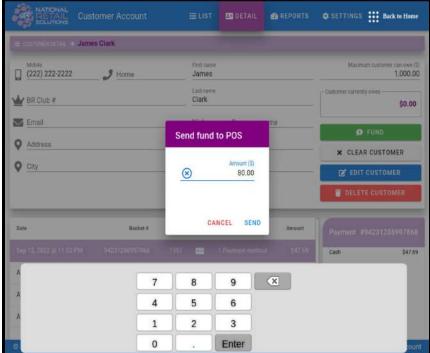
Merchants using our "Customer Tab" feature, can now fund a wallet for customers which can be used to pay for future sales in the store. The Customer Tab button has been renamed "Customer Account".



Creating a Wallet

On Customer Accounts with a zero balance or higher, the POS will present a green "Fund" button. When clicking the 'Fund' button - a popup window will appear for entering the \$ amount the consumer wishes to fund their account with. Once amount is entered, select "Send" to send the transaction to the register for settlement.

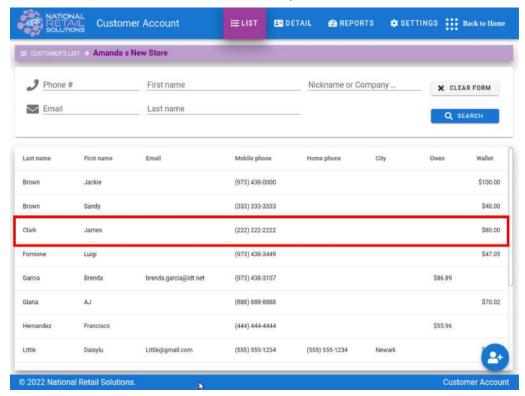




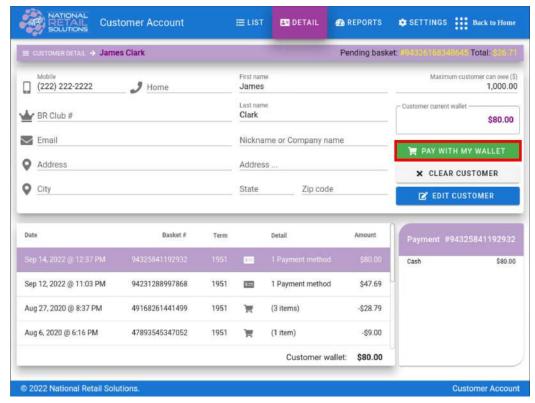
Once the transaction is closed on the Register, The Customer Tab wallet will show the available balance for the customer. A new Wallet Column will display all balances available for customers in addition to the column displaying what customers owe the store. Customer receipt will provide wallet balance information.

Creating a sale against a Closed Wallet

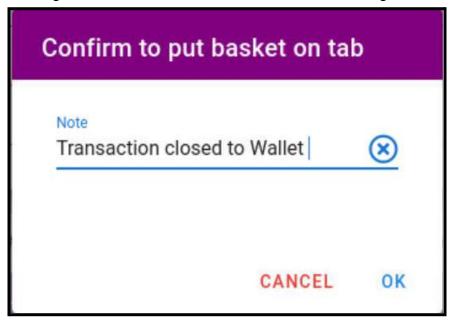
In order to use the funds that were added to the customers account the basket should be rung on the register as normally done. Select the "Others functions" button and select the "Customer Account" button, then select the desired customer from the list.

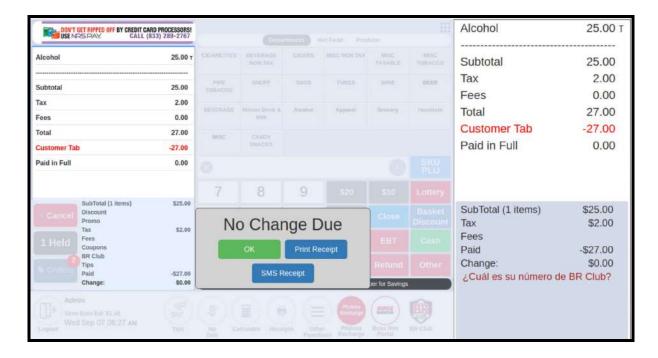


Once the customer has been selected, a green "Pay with my Wallet" button will be presented. Click on it to use funds on the Wallet for payment.



Next you will be prompted to enter a note (optional) and confirm the action or Cancel. Clicking OK will close the wallet transaction on the register.





Merchants on the "Advanced Plan" or SMS feature, can SMS receipts to their customers on "**Customer Tab**" directly from the register. The receipt will provide a customer tab balance.

Amanda's New Store

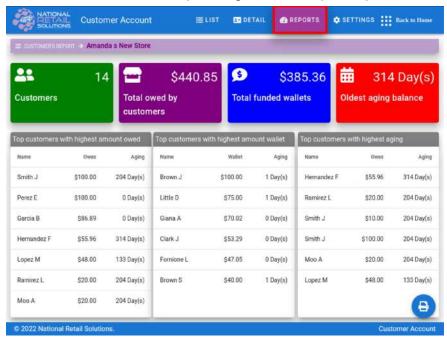
520 Broad Street Newark, NJ 07012 Phone: 929-990-6945

Fax:

Sales Invoice

Alcohol	25.00 T
Subtotal	25.00
Sales tax	1.66
Crv	0.05
Fee Buster	1.07
Cash Discount Total Sale	-1.07
	26.71
Total Due	26.71
Customer Tab	26.71
Change	0.00
Customer Tab Balanc James Clark Balance: 53.29	e (\$)
Sold Items :	1
Verified Age :	21
09/14/2022 12	:57pm

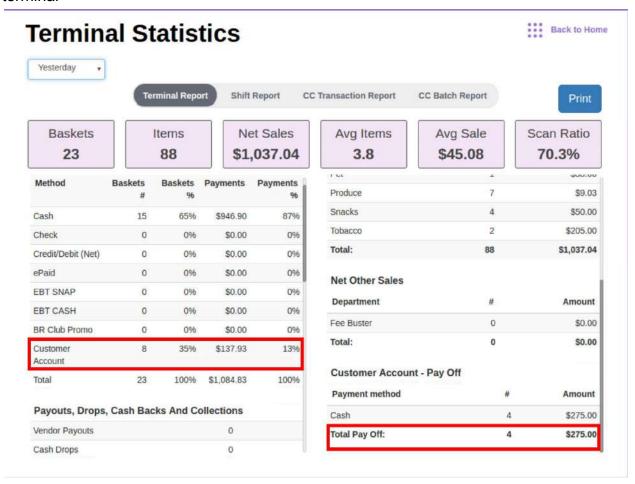
"Customer Tab" offers merchants a Dashboard with totals owed by customers, total funded wallets and corresponding details. A print option is available from the POS.



Reporting on Terminal Statistics

Terminal and Shift reports will allow merchants to track Customer Accounts funded and payoffs in "Customer Tab" These amounts do not affect the total sales of the store.

All baskets closed against "Customer Tab" (Tab or Wallet) will be aggregated under the Payments Method on Terminal and Shift reports and will affect total sales on the terminal



2. Loyalty Points

For merchants using our **Loyalty** feature, we have added the ability to offer a store "Loyalty Points" program. Customers making purchases at a store can earn points for each purchase they make and those points are redeemable for items in the same store. **NOTE: Points are not transferable between stores.**

Only customers who provide their BR Club account can earn and redeem points. Customers can provide their BR Club account in 3 ways:

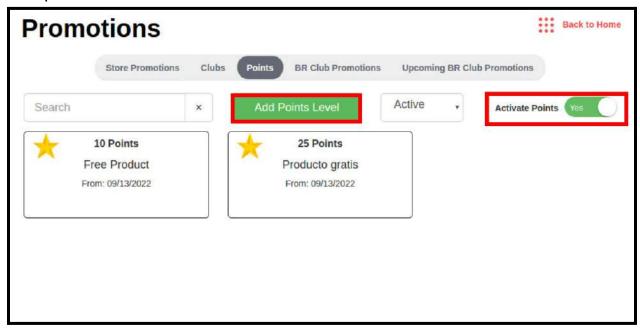
- 1. Provide phone number at register
- 2. Scan BR club Key Fob at register
- 3. Scan barcode from BR Club app

After presenting their BR Club account customers will earn 1 point for every whole \$1 spent in that store. Merchants can create different point levels for different rewards.

To enable customers to start earning Points

In order to enable the feature: Go to the "Promotions" page on the POS or Merchant Portal, then go to the "Points" tab. Then set the "Activate Points" toggle to "Yes". The store's customers will now start earning 1 point for every \$1 spent in the store.

To turn the feature off, click the same toggle to "No" and Customers will no longer earn points.



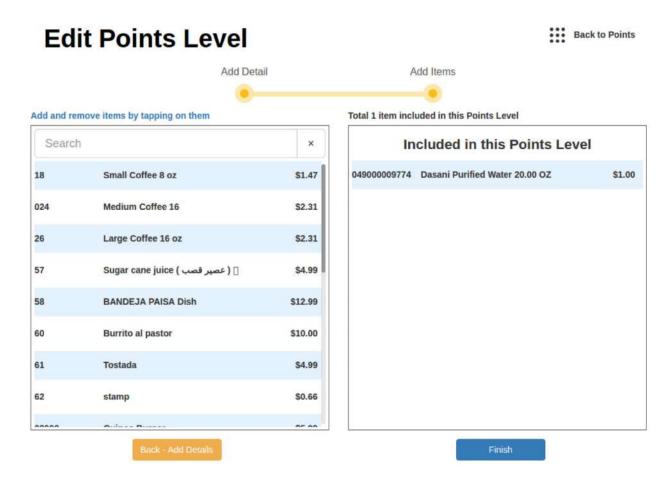
To create a "Points" program

Select "Add Point Level" to define the number of points needed to redeem free items. Eligible items can be defined by the merchant using the same logic of a promotion.

- **Reward Name-** Add a Name that represents the type of item you wish to offer in this point level. This must be unique.
- Valid From and Valid To- Define when this points level should remain active (date ranges are inclusive). Leave "Valid To" empty and this point level will remain active indefinitely.
- # of Points- Defines the number of points the customer needs to earn before redeeming points for a free item.
- Add Picture- Select an image from a pre-existing list to represent this Points level.

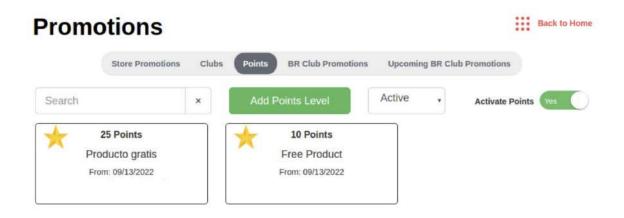


After entering all of the relevant information on this page, click "Next Add Items". On the "Add Items" page, select items that can be redeemed in this Points Level. **By-weight items and item-modifiers cannot be selected.**



Use the search box in the left column to find items from your Pricebook to add to this Point Level. After selecting all items, click "Finish" to complete points level setup. You will be taken back to the Points main page and a new tile, corresponding to your newly-created Points Level, will appear.

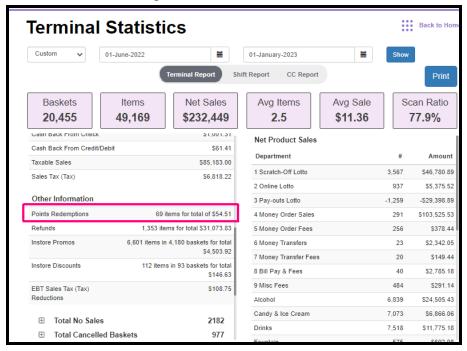
Clicking on a Points Level tile opens a popup showing you the details of the Point Level. Click "Edit" to make changes, or click "Delete" to remove this Points Level.



Points Statistics

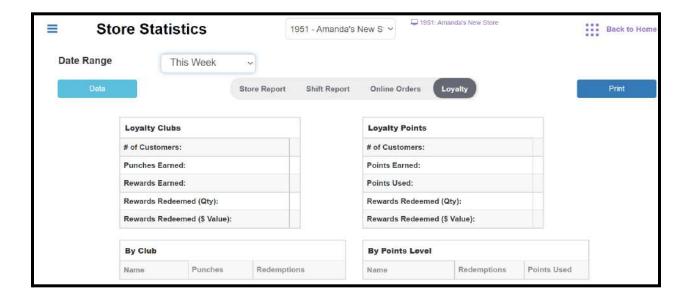
On your POS go to the "Store Statistics" page and select the "Terminal Report" tab. Alternatively, on the Merchant Portal go to the "Store Statistics" page and select the "Store Report" tab.

You will see a row called "Points Redemptions" which shows you the total number of items redeemed using Points and the \$ value of those items.



You can also find more detailed statistics on the Merchant Portal. Go to the "Store Statistics" page and then select the "Loyalty" tab.

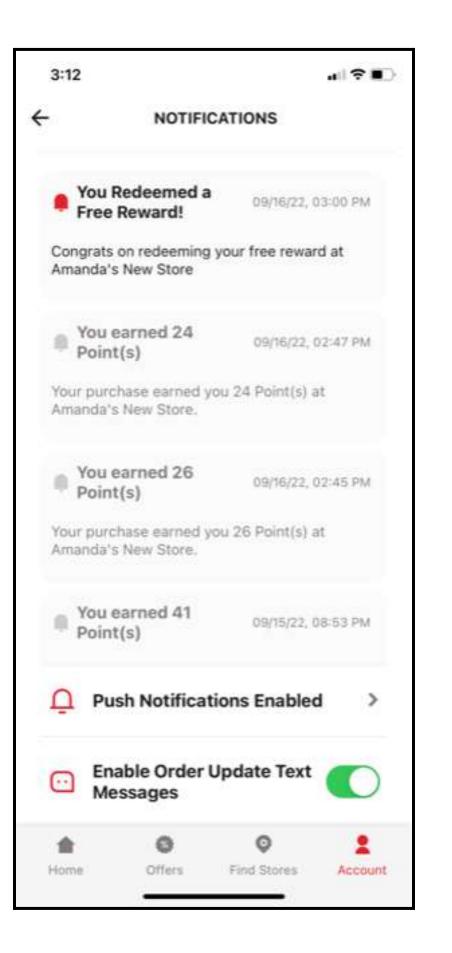
- The "Loyalty Clubs" box shows high level details about how you Loyalty Club programs are performing (Note: the "Loyalty Clubs" feature is also included with the Loyalty license and has been around for a while now)
- The "Loyalty Points" box shows high level details about how your Loyalty Points program is performing.
- The "By Club" box shows you how each individual Loyalty Club is performing.
- The "By Points Level" box shows you how each individual Loyalty Points Level is performing.



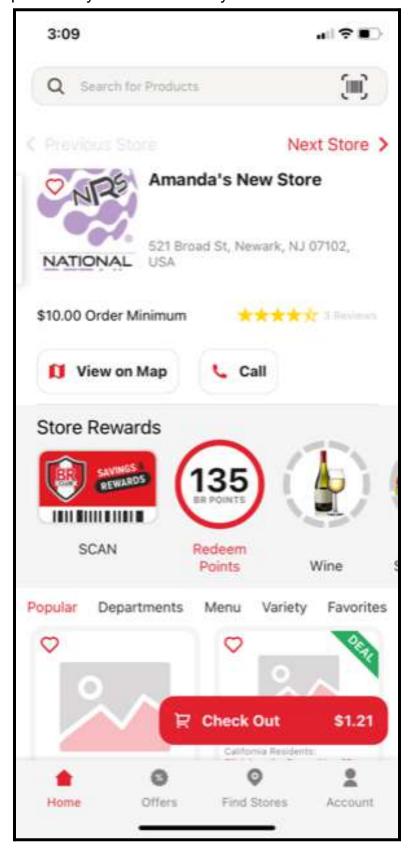
Redeeming Points Rewards

Redemption requires the use of the BR Club app by the customer. This seamless process is described below.

Customers receive notifications on the BR Club app about how many points they earned. They will be alerted when they have earned enough points for a reward.



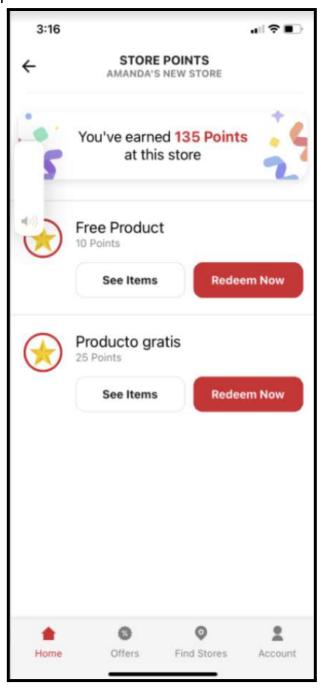
Customers can use the "Find Stores" page to find your store, and see how many points they have earned at your store.



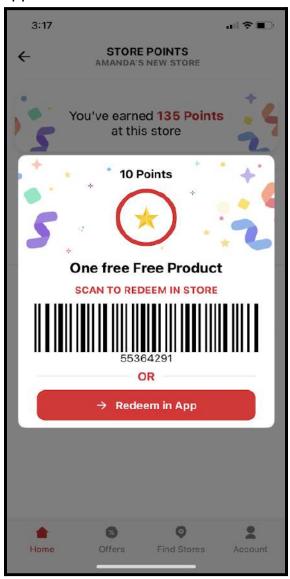
When the customer is ready to redeem a Points reward, he must initiate the redemption process on the BR Club app.

- Step 1: Merchant scans the item the customer wants to redeem on the POS.
- **Step 2:** Customer taps the "Redeem Points" button. Customer can see a summary of how many points they have, and which points levels they have enough points for.

Note: Customer can tap "See Items" to see which items are included in each point level.



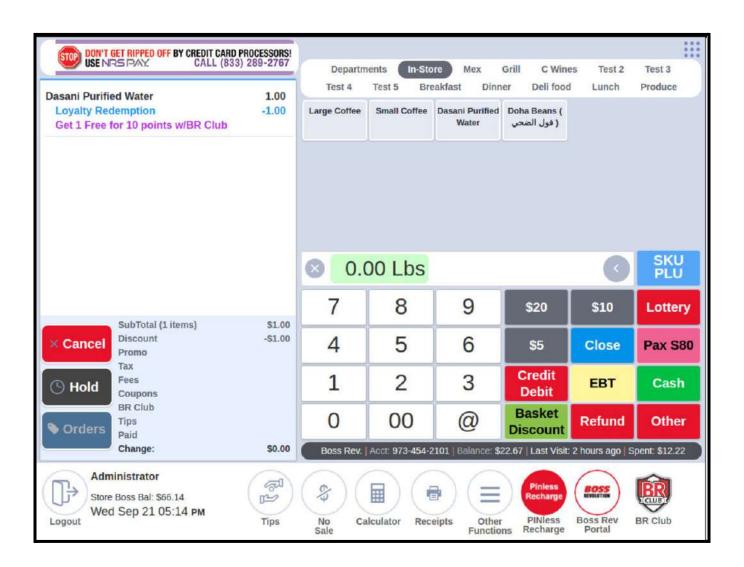
Step 2: If the "Redeem Now" button is red, the customer has enough points to redeem a free item at this level. Customer taps "Redeem Now" on the point level for the item that was scanned on the register. Now the redemption popup will appear.



Step 3: Customer now has 2 options:

- 1. Scan redemption barcode at register.
- 2. Provide Merchant with barcode number. Merchant must then manually enter the 8 digit code then press the "Loyalty" button on the Register.

Note: There is also a "Redeem in App" button. This allows customers to redeem a points reward as part of an order on the BR Club app. This is a separate flow not discussed here.



Step 4: The discount is applied and the customer receives a free item! Redeeming points does not require a purchase. It can be done individually, or as part of a transaction. Once a transaction closes, the used points will be deducted from the customer's total points balance.