



DIGITAL COMMERCE & THE €3 TRILLION DISRUPTION

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RECABA, NOT HORECA



U.S.A

**€900 BILLION
EUROS**

**NORDICS
€30 BILLION
EUROS**

**€3 TRILLION EUROS
ANNUALLY IN F&B SALES**

TECTONIC CHANGES

OMNI-CHANNEL SALES
(Mobile-first)

PERSONALIZATION
(Customer data)

SOFTWARE AUTOMATION
(Cloud-based)

CUSTOMER BEHAVIOR

OPERATIONAL PRACTICE

SYSTEM ADVANCEMENT

SOFTWARE IS CHANGING EVERYTHING

From

Devices



Location

On-Premise

Architecture

Closed / Proprietary

Vendors



F&B IS THE LEAST DIGITALIZED HOSPITALITY INDUSTRY

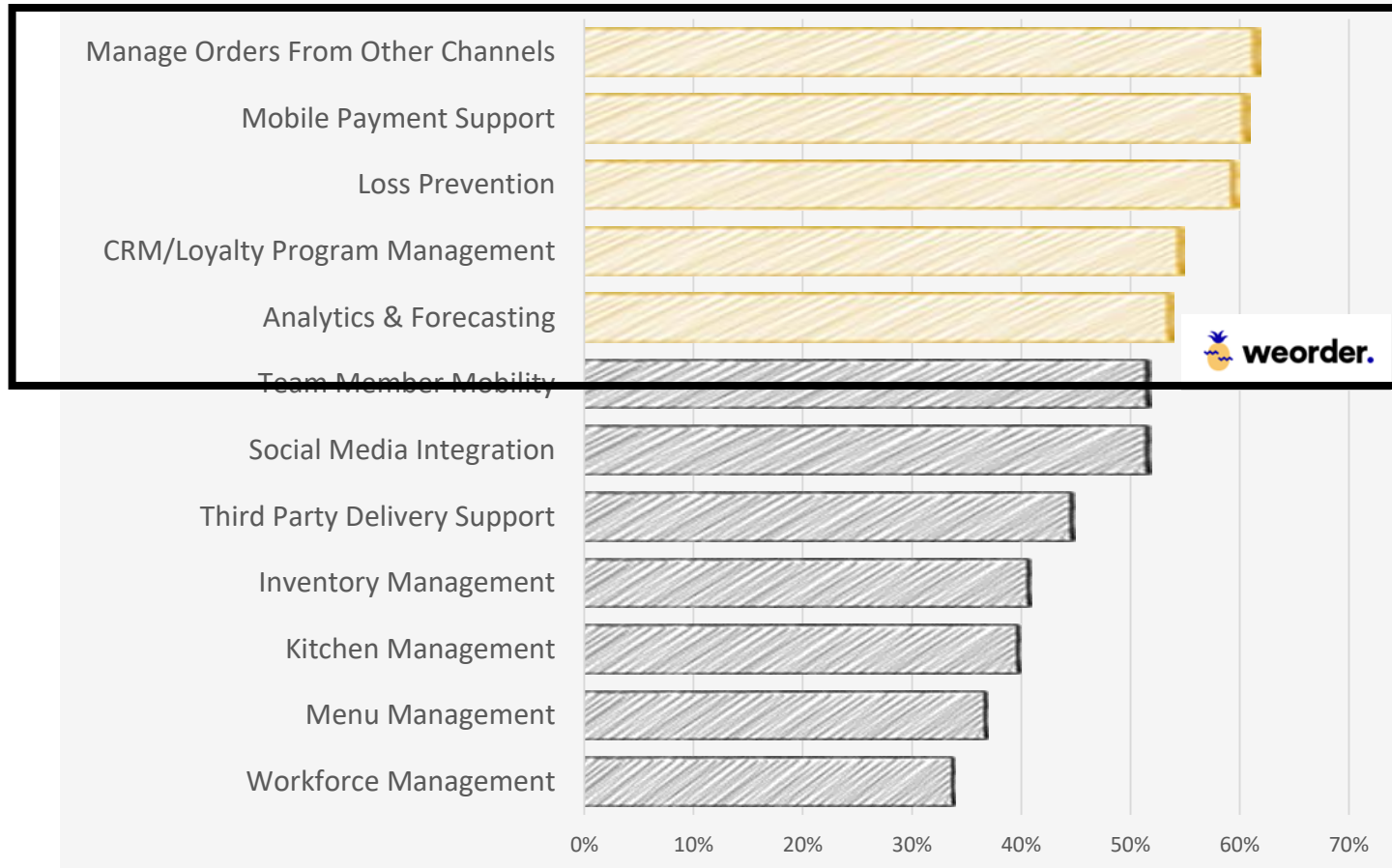


- Lack of sales digitalization
- Lack of customer data & CRM
- Lack of order process automation
- Lack of intelligent business
- No global industry-level standardized platform eg Amadeus, Sabre, etc
- No omni-channel sales management

BUSINESS NEEDS HAVE GONE BEYOND HUMAN CAPABILITY

Weorder Addresses the Top Tech Priorities for Restaurants

% who responded "Must Have" in the survey of most important POS functionality*



77%

Consumers use their smart phones in restaurants (Mindberry Report)

20%

Uplift in customer spend when ordering via mobile (Business Insider)

78%

Consumers would use mobile app if offered in-app discounts (IAB)

60%

Consumers are willing to share personal info for more targeted offers (Boxever Report)

72%

Millennials want to purchase products or services via a company's app (Oracle Global Research)

65%

Millennials want to flag issues or raise complaints via a company's app (Oracle Global Research)

67%

Millennials want to receive regular usage updates via a company's app (Oracle Global Research)

62%

Millennials want to receive advanced notice of upcoming offers via a company's app (Oracle Global Research)

*Source: Restaurant Technology Study 2017

MODERN ORDERING REQUIRES ON-DEMAND TECHNOLOGY



WEB



APP



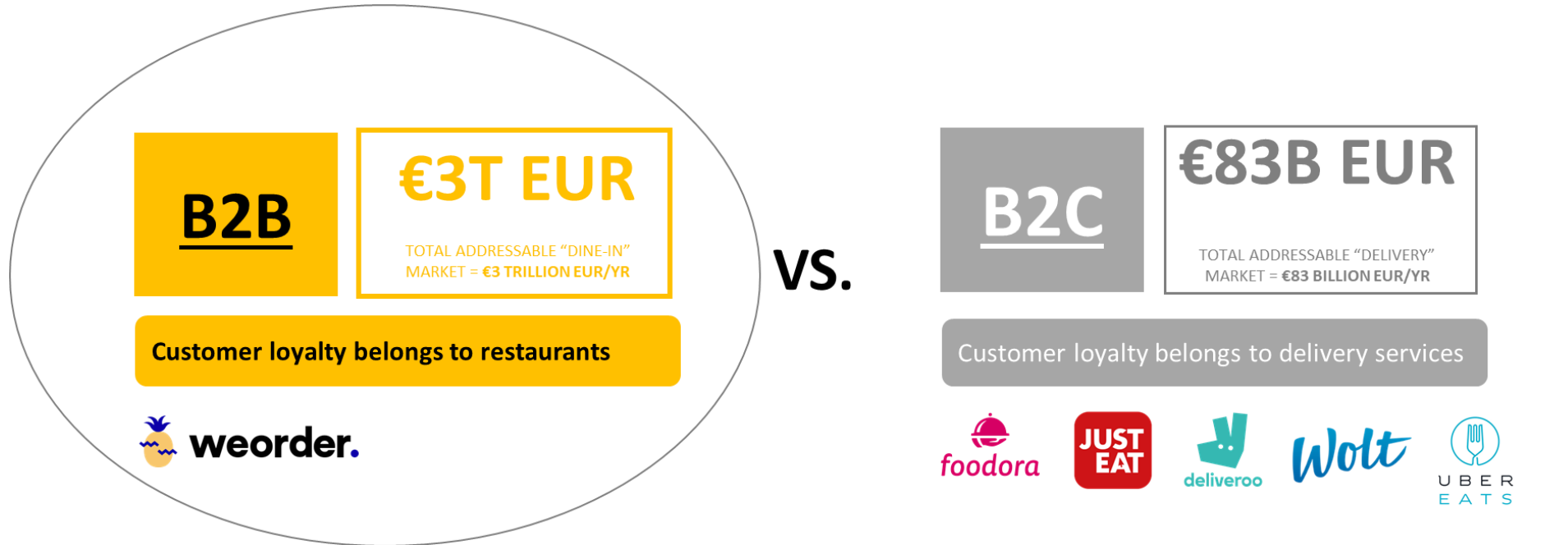
KIOSK

Customer data is a requirement.

DELIVERY HAS REDEFINED RESTAURANTS WITH OFF-PREMISE CONSUMPTION



DELIVERY IS JUST THE BEGINNING...



eCommerce refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.



TIDAL

HIGH FIDELITY MUSIC STREAMING

2015



TIDAL



eCOMMERCE IS KEY TO ACQUIRE & RETAIN CUSTOMERS

01

1-CLICK ORDERING

Mobile ordering can reduce traditional waiter-based ordering time by 90%. Every order has a digital receipt, which allows 1-click re-ordering to increase convenience.

02

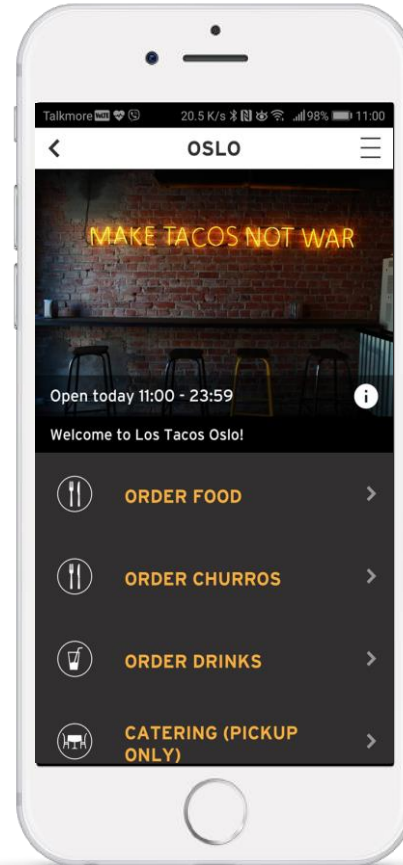
TAKEAWAY & IN-SEAT ORDERING

Customer can order anytime and set their own pick-up time up to 48 hours in advance. We also offer waiter-less in-seat ordering to reduce amount of staff needed to service all the customers in the restaurant.

03

LOYALTY PROGRAM

We offer a variety of loyalty modules to increase customer purchase frequency, including pioneering CashPoints for F&B.



FAST ORDERING CONVENIENCE

80% of the customers order similar or identical items as previous visits. Since every order is digitalized with a receipt that is clickable to repeat, customer can place a repeat order in our system in less than 3 seconds.

DIGITALIZE EVERY ORDER & CUSTOMER

Restaurants cannot improve sales if they do not know who their customers. Our digital ordering system tracks every order to an identifiable customer so they can manage and grow their customer database.

TURNING VISITORS INTO CUSTOMERS

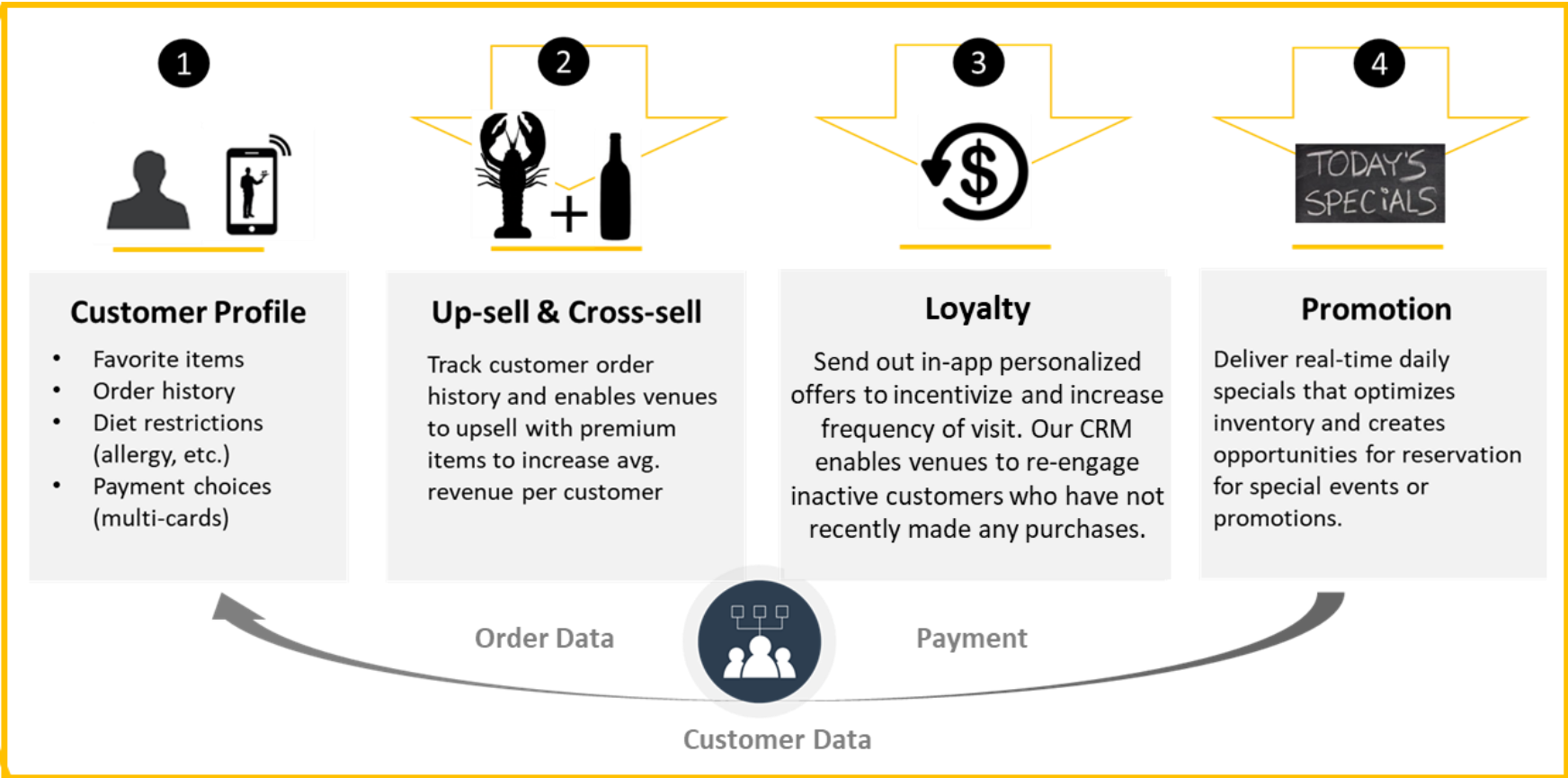
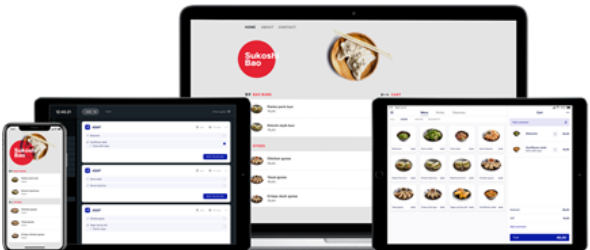
Restaurant growth is anchored by loyal customers who regularly purchase and consume. Our system delivers integrated loyalty schemes and CRM to enable restaurants to identify repeat customers and send out personalized offers to increase visits and sales.

DIGITAL EXPONENTIALLY IMPROVES RESTAURANT ECONOMICS

Avg margin for eCmmerce business
40% + above

Avg margin for physical restaurants
5-15%

Weorder





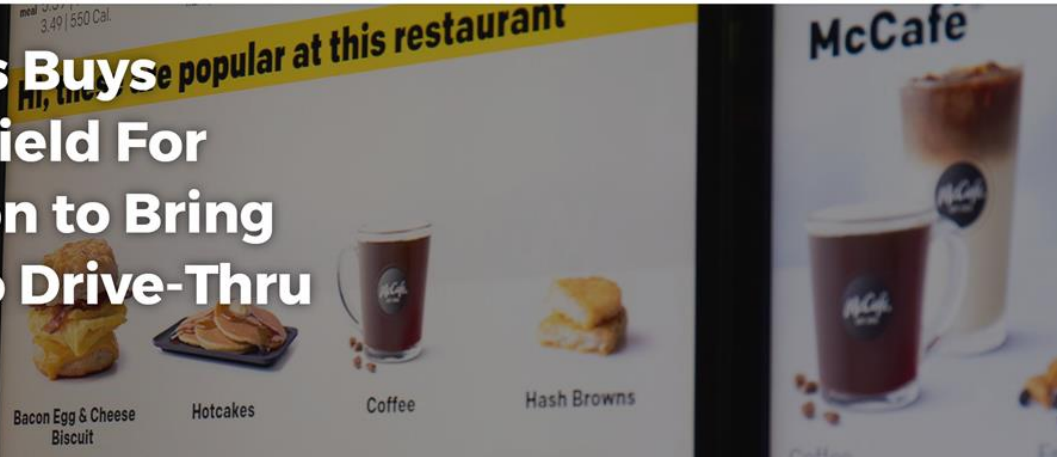
MCDONALDS BUYS DYNAMIC YIELD FOR \$300 MILLION TO BRING BIG DATA TO DRIVE-THRU

DOMINO'S ADDS IN-VEHICLE ORDERING FOR CUSTOMERS

QUICK SERVICE CHAINS WIN BIG WITH MILLENNIAL PARENTS

SUBSCRIBE

McDonalds Buys Dynamic Yield For \$300 Million to Bring Big Data to Drive-Thru



LARGE GLOBAL PLAYERS HAVE UNFAIR ADVANTAGES WITH TECHNOLOGY INVESTMENTS & UTILIZATION

RESTAURANTS

Pizza Hut to acquire online ordering service to learn more about customers

PUBLISHED WED, DEC 5 2018 - 9:31 AM EST | UPDATED WED, DEC 5 2018 - 11:42 AM EST

Sarah Whitten @SARAHWHIT10 | Amelia Lucas

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KEY POINTS

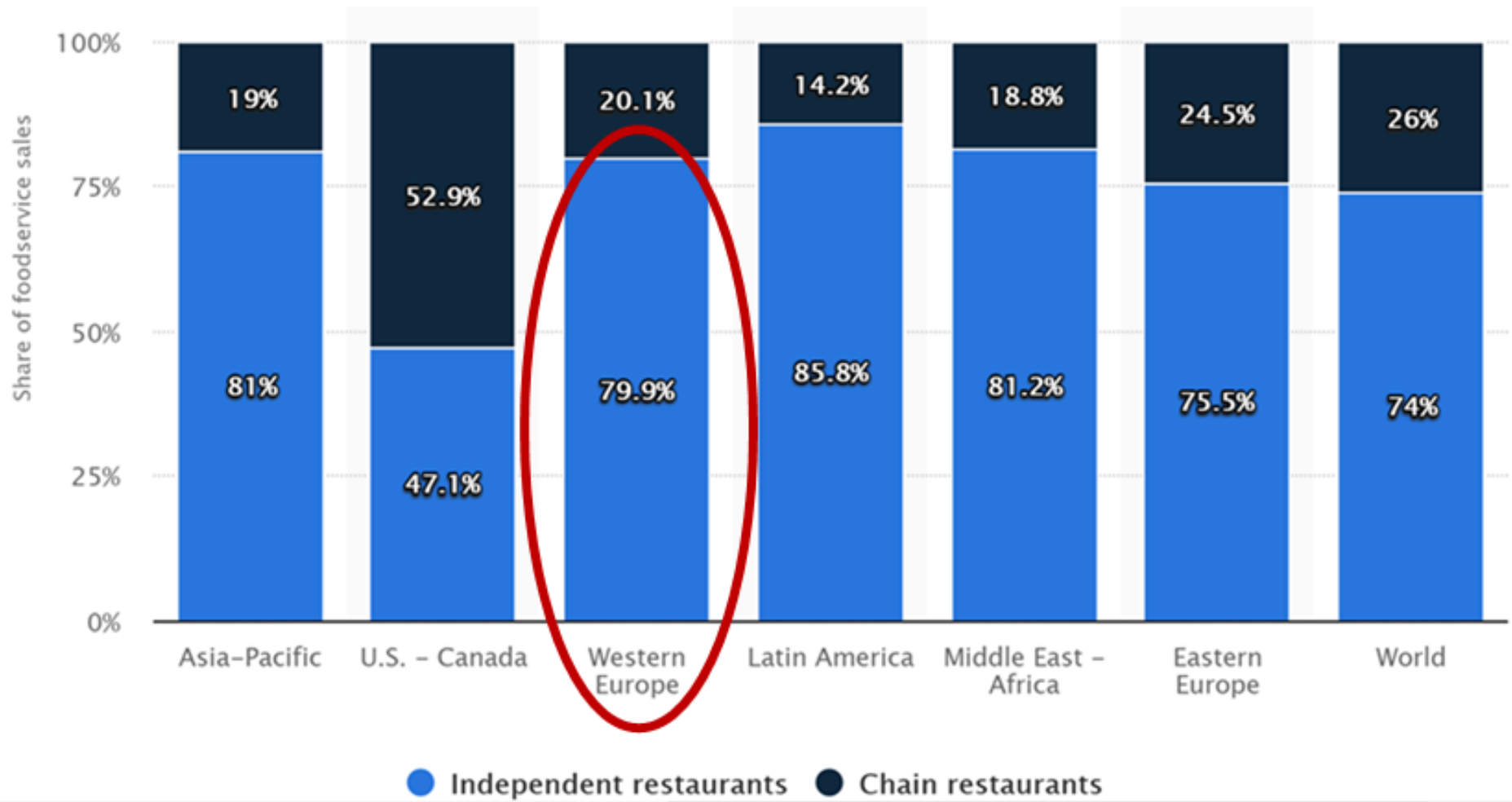
- Pizza Hut has agreed to acquire QuikOrder, an online ordering software and service provider, for an undisclosed amount.
- The deal marks the second investment Pizza Hut's parent, Yum Brands, has made this year to gain access to customer data.
- Yum Brands CFO David Gibbs says QuikOrder will allow the pizza chain to accelerate growth.

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INDEPENDENT RESTAURANTS REPRESENT 80% OF THE F&B MARKET



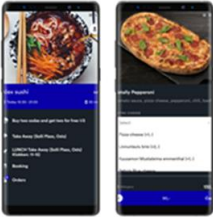
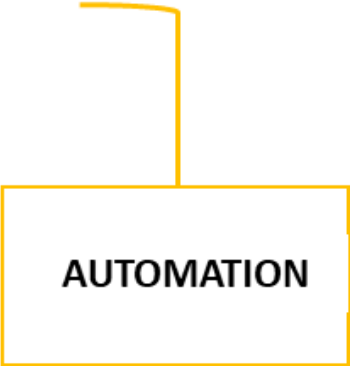
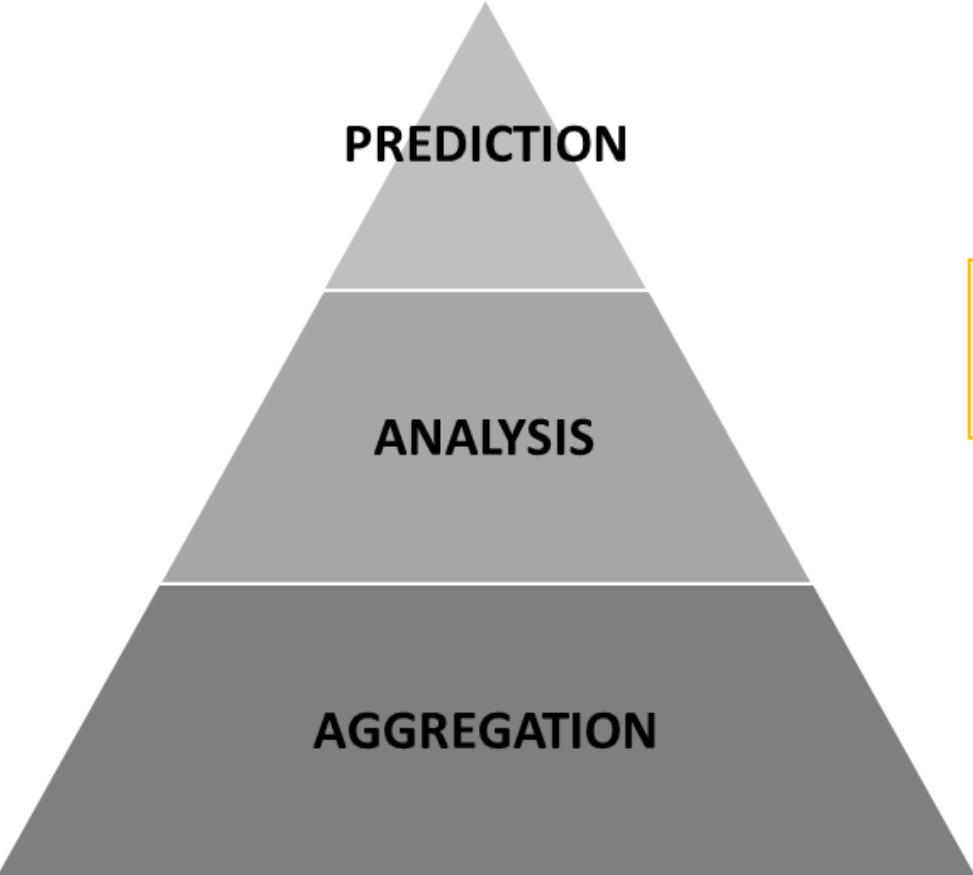
An overhead view of three women sitting at a dark wooden restaurant table. They are eating various dishes, including salads and fried items. There are several smartphones on the table, some being used by the women. The scene is lit with warm, ambient lighting.

WE TURN RESTAURANTS INTO DATA-CENTRIC ENTERPRISES

DIGITAL ORDERING
(DINE-IN, TAKEAWAY, DELIVERY)

AUTOMATION
(MARKETING, LOYALTY)

3 LEVELS OF BECOMING A DATA CENTRIC ENTERPRISE



OUR PRODUCTS MAKE POS SYSTEMS SMARTER



No printers & paper



No clutter



100% Cloud based



KDS / Kitchen Display Systems



WeOrder operates the largest and ONLY API middleware that universally integrates with all POS systems. This exponentially reduces the complexity and development time required for all 3rd parties (eg delivery services) to integrate with POS systems

PROCESSING €100 MILLION EUROS WORTH OF DIGITAL ORDERS





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