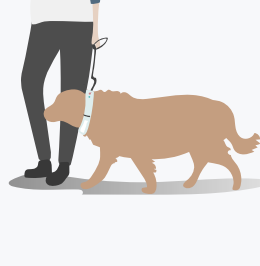


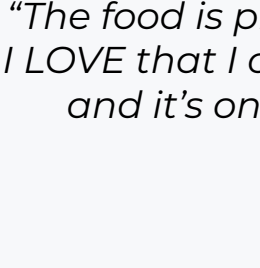
FREE WIFI INCREASES CUSTOMER LIFETIME VALUE



WIFI-USING CUSTOMERS



Jonathan (29) - Foodie & Dog Lover
 "I come here a lot with my dog - I like that they have outdoor seating and I can use their WiFi to watch youtube videos while I wait for my food."
CLV = \$965



Myrtle (32) - Workaholic
 "The food is pretty good and the service is fine, but I LOVE that I can come here to work through lunch and it's only a minute away from my office."
CLV = \$1,240



CAPTURE EMAILS TO CREATE DIGITAL RELATIONSHIPS



Carrie (26) - Tech Enthusiast, Loves to Eat Out
 "I love how easy it is to use the WiFi here - I sign in once and it remembers me every time. Plus, I get special offers sent to my email which I always take advantage of. I feel like they really care about me as a customer!"
CLV = \$2,890

SEND TARGETED EMAILS AND GET RESULTS

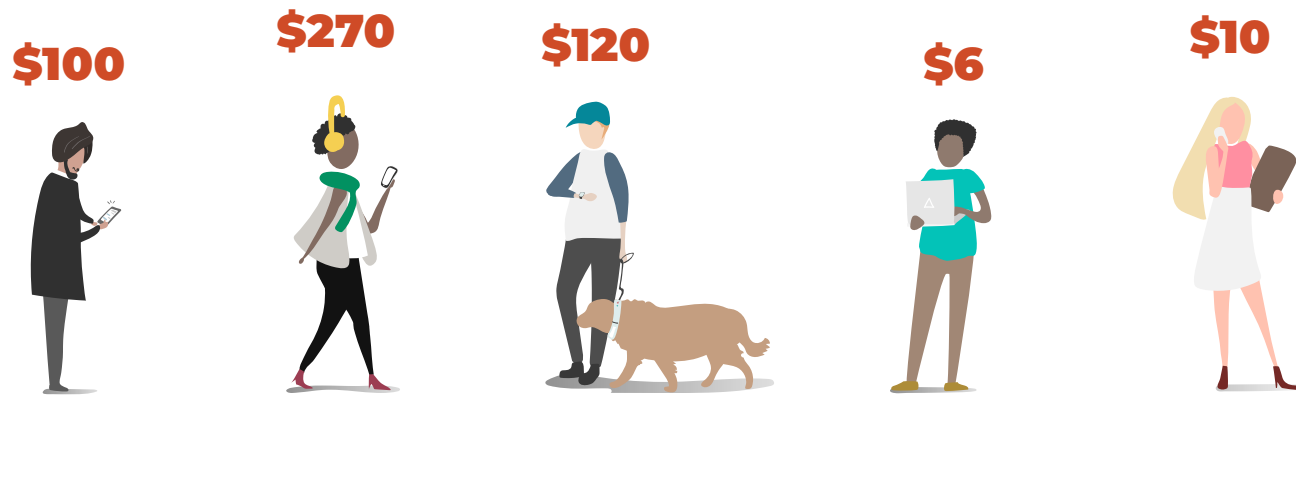


Carla (41) - General Manager
 "We had a lot of orders today for the new menu special. Several customers said they got an email about it this morning and it prompted them to come in for lunch."

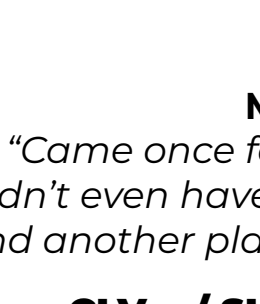
THE ALTERNATIVE: NO OR BAD WIFI



UNHAPPY CUSTOMERS



Jonathan (29) - Foodie & Dog Lover
 "I can't use my phone while I wait for my food and they don't take a while for my favorite dish. I feel like I'm wasting half my lunch break waiting."
CLV w/ SUPERFI = \$965 CLV NOW = \$120



Myrtle (32) - Workaholic
 "Came once for a snack and a drink once but they didn't even have WiFi! I had to go a few blocks down to find another place where I could work. I won't be back."
CLV w/ SUPERFI = \$1,240 CLV NOW = \$6

