

DCE Kit



1. Router
2. iPad Mount
3. iPad
4. Thermal Printer
5. Zip Ties (Cable Management)
6. Power and Ethernet Cable (Router)
7. Rubber Feet/Bumper Kit (iPad Mount)
8. Extra Thermal Paper
9. 50ft Ethernet Cable
10. 58mm Thermal Paper Adapter
11. Extra Mounting Hardware (Printer)
12. Mounting Bracket (Printer)
13. Thermal Paper
14. Ethernet Cable (Printer)
15. Power Cable (Printer)
16. Extension Cord

DIGITAL CONSUMER EXPERIENCE

**Avg Digital
Order**

\$23

**AVG Inside
Companion
Sales**

\$24.15

**Monthly
Frequency**

1.4

**Annual Revenue
per consumer**

\$792.12

**Annual Margin
per consumer ***

\$266.23

**Value of Incremental
Consumers**

50: \$38,640

250: \$193,200

500: \$386,400

***Assuming 50% Margin on Pizza, 18% Margin on Inside Sales**

New Locations with DCE

| Customer Name | rQ1 Units | rQ2 RCA | HADV rQ2 RCA | Difference % | rQ2 Projected Units | rQ2 Actual Units | Difference | BPI June - November | OLO Accepted Orders | OLO Missed |
|----------------|------------|-------------|---------------|--------------|---------------------|------------------|--------------|---------------------|---------------------|------------|
| - | 159.38 | 22.2% | -14.4% | 36.6% | 1,773 | 2,532 | 759 | 744 | 30 | 8 |
| - | 222.46 | -4.1% | -14.4% | 10.3% | 2,474 | 2,773 | 299 | 81 | 4 | - |
| - | 151.38 | 18.9% | -14.4% | 33.3% | 1,684 | 2,340 | 656 | 203 | 129 | 16 |
| - | 328 | 3.4% | -14.4% | 17.8% | 3,648 | 4,407 | 759 | 98 | 50 | 4 |
| - | 120.46 | -12.0% | -14.4% | 2.4% | 1,340 | 1,378 | 38 | 157 | 42 | 4 |
| - | 115.38 | -6.4% | -14.4% | 8.0% | 1,283 | 1,404 | 121 | 284 | 8 | 3 |
| - | 140.46 | -28.0% | -14.4% | -13.6% | 1,562 | 1,315 | (247) | 103 | 53 | 4 |
| - | 216.46 | 13.5% | -14.4% | 27.9% | 2,408 | 3,194 | 786 | 105 | 108 | 19 |
| - | 135.15 | 24.1% | -14.4% | 38.6% | 1,503 | 2,181 | 678 | 207 | 12 | 4 |
| - | 197.15 | 4.5% | -14.4% | 18.9% | 2,193 | 2,678 | 485 | 311 | 135 | 2 |
| - | 45 | 12.4% | -14.4% | 26.8% | 501 | 657 | 157 | 228 | 2 | 1 |
| - | 227.08 | -9.2% | -14.4% | 5.3% | 2,526 | 2,682 | 156 | 329 | 447 | 69 |
| - | 120.85 | 4.4% | -14.4% | 18.9% | 1,344 | 1,641 | 296 | 242 | 4 | 3 |
| - | 66.08 | 19.6% | -14.4% | 34.0% | 735 | 1,027 | 292 | 162 | 4 | 1 |
| - | 73.15 | 9.7% | -14.4% | 24.1% | 814 | 1,043 | 230 | 214 | 25 | 6 |
| - | 151 | -13.3% | -14.4% | 1.2% | 1,680 | 1,703 | 23 | 278 | 44 | 1 |
| - | 85.38 | 21.6% | -14.4% | 36.1% | 950 | 1,350 | 400 | 340 | 47 | 3 |
| - | 187.5 | 21.2% | -14.4% | 35.7% | 2,086 | 2,955 | 870 | 116 | 54 | 1 |
| - | 158.54 | 8.2% | -14.4% | 22.6% | 1,763 | 2,230 | 466 | 240 | 71 | 3 |
| - | 52.25 | 3.4% | -14.4% | 17.8% | 581 | 702 | 121 | 48 | 68 | 24 |
| - | 45.67 | 44.5% | -14.4% | 59.0% | 508 | 858 | 350 | 254 | 3 | 3 |
| - | 549.23 | -14.8% | -14.4% | -0.4% | 6,109 | 6,084 | (25) | 303 | 45 | 10 |
| - | 89.46 | -3.7% | -14.4% | 10.8% | 995 | 1,120 | 125 | 149 | 12 | 4 |
| - | 107.54 | 2.8% | -14.4% | 17.2% | 1,196 | 1,436 | 240 | 174 | 6 | 2 |
| AVERAGE | 156 | 6.0% | -14.4% | 20.4% | 41,655 | 49,690 | 8,035 | 224 | 58 | 8 |

Existing Locations with DCE

| Customer Name | Pre DCE Unit Average | DCE Unit Average | Diff (unit) | % Diff | Net % Diff [PWL] | Net % Diff [District] | BPI June - November | OLO Accepted Orders | OLO Missed |
|----------------------|----------------------|------------------|--------------|------------|------------------|-----------------------|---------------------|---------------------|------------|
| - | 286 | 376 | 90 | 31% | 29% | 16% | 327 | 417 | 3 |
| - | 265 | 345 | 80 | 30% | 27% | 15% | 751 | 70 | 1 |
| - | 166 | 220 | 54 | 33% | 30% | 17% | 345 | 76 | 25 |
| - | 254 | 355 | 101 | 40% | 38% | 16% | 359 | 313 | 14 |
| - | 427 | 441 | 14 | 3% | 8% | 2% | N/A | 56 | 16 |
| - | 181 | 277 | 96 | 53% | 57% | 51% | 389 | 203 | 10 |
| - | 233 | 319 | 86 | 37% | 31% | 28% | 234 | 206 | 4 |
| - | 97 | 115 | 18 | 19% | 13% | 9% | 284 | 15 | 3 |
| - | 284 | 329 | 45 | 16% | 10% | 7% | 373 | 17 | 3 |
| - | 150 | 169 | 19 | 13% | 7% | 3% | 269 | 30 | 3 |
| - | 297 | 344 | 47 | 16% | 11% | 10% | 67 | 62 | 1 |
| - | 892 | 993 | 101 | 11% | 9% | 8% | 352 | 5153 | 92 |
| - | 403 | 480 | 77 | 19% | 7% | 2% | 287 | 557 | 36 |
| - | 274 | 325 | 51 | 19% | 18% | 15% | 312 | 616 | 8 |
| - | 268 | 341 | 73 | 27% | 24% | 22% | 110 | 139 | 1 |
| - | 270 | 288 | 18 | 7% | 9% | 14% | 123 | 185 | 5 |
| - | 386 | 431 | 45 | 12% | -4% | -15% | 351 | 404 | 75 |
| - | 190 | 133 | -57 | -30% | -33% | -30% | 498 | 20 | 3 |
| - | 350 | 328 | -22 | -6% | -9% | -6% | 395 | 94 | 28 |
| - | 227 | 244 | 17 | 7% | 5% | 8% | 360 | 14 | 10 |
| - | 101 | 85 | -16 | -16% | -19% | -15% | 282 | 13 | 3 |
| - | 168 | 168 | 0 | 0% | -3% | 0% | N/A | 18 | 13 |
| - | 88 | 88 | 0 | 0% | -3% | 0% | 323 | 7 | 0 |
| - | 99 | 91 | -8 | -8% | -11% | -8% | 513 | 24 | 12 |
| - | 94 | 146 | 52 | 55% | 52% | 56% | 465 | 8 | 11 |
| - | 135 | 121 | -14 | -10% | -13% | -10% | 343 | 11 | 1 |
| - | 175 | 182 | 7 | 4% | 1% | 4% | 340 | 15 | 15 |
| - | 92 | 97 | 5 | 5% | 2% | 6% | 271 | 23 | 9 |
| - | 331 | 352 | 21 | 6% | 3% | 7% | 427 | 26 | 10 |
| - | 248 | 243 | -5 | -2% | -5% | -2% | 437 | 94 | 21 |
| - | 151 | 172 | 21 | 14% | 11% | 14% | 388 | 36 | 28 |
| - | 138 | 158 | 20 | 14% | 2% | -3% | 439 | 37 | 14 |
| - | 122 | 154 | 32 | 26% | 15% | 12% | 93 | 73 | 65 |
| - | 136 | 179 | 43 | 32% | 20% | 17% | 94 | 53 | 38 |
| - | 132 | 133 | 1 | 1% | -11% | -17% | 115 | 85 | 8 |
| - | 152 | 207 | 55 | 36% | 25% | 22% | 108 | 229 | 30 |
| - | 218 | 218 | 0 | 0% | -12% | -18% | 268 | 196 | 32 |
| - | 146 | 158 | 12 | 8% | -3% | -6% | 282 | 195 | 24 |
| - | 375 | 374 | -1 | 0% | -3% | -5% | 96 | 67 | 4 |
| - | 168 | 199 | 31 | 18% | 20% | 19% | 283 | 268 | 16 |
| - | 245 | 241 | -4 | -2% | 3% | 2% | 304 | 109 | 17 |
| - | 324 | 322 | -2 | -1% | 4% | 1% | 315 | 133 | 6 |
| - | 516 | 532 | 16 | 3% | 8% | 10% | 328 | 45 | 8 |
| - | 255 | 229 | -26 | -10% | -12% | -17% | N/A | 54 | 4 |
| - | 167 | 205 | 38 | 23% | 21% | 20% | 305 | 36 | 3 |
| - | 41 | 64 | 23 | 56% | 54% | 56% | 174 | 17 | 1 |
| - | 50 | 113 | 63 | 126% | 120% | 123% | 526 | 0 | 0 |
| - | 90 | 153 | 63 | 70% | 69% | 71% | 163 | 4 | 2 |
| - | 228 | 246 | 18 | 8% | 7% | 9% | 328 | 65 | 1 |
| - | 188 | 249 | 61 | 32% | 30% | 31% | N/A | 0 | 0 |
| - | 373 | 441 | 68 | 18% | 14% | 13% | 147 | 112 | 8 |
| - | 196 | 213 | 17 | 9% | 3% | -1% | 168 | 113 | 3 |
| - | 95 | 87 | -8 | -8% | -10% | -9% | 234 | 16 | 3 |
| - | 764 | 821 | 57 | 7% | 2% | -2% | 1006 | 1222 | 20 |
| - | 58 | 69 | 11 | 19% | 13% | 14% | 134 | 61 | 9 |
| - | 195 | 232 | 37 | 19% | 13% | 15% | 150 | 21 | 0 |
| - | 105 | 120 | 15 | 14% | 9% | 5% | 166 | 46 | 0 |
| - | 252 | 307 | 55 | 22% | 16% | 24% | 167 | 164 | 7 |
| - | 156 | 172 | 16 | 10% | 4% | 1% | 174 | 16 | 7 |
| - | 130 | 159 | 29 | 22% | 16% | 12% | 239 | 30 | 12 |
| - | 25 | 34 | 9 | 36% | 30% | 30% | 159 | 5 | 0 |
| - | 478 | 510 | 32 | 7% | 1% | -3% | 155 | 15 | 4 |
| - | 158 | 181 | 23 | 15% | 13% | 16% | 147 | 57 | 4 |
| - | 288 | 318 | 30 | 10% | 10% | 11% | 178 | 93 | 1 |
| Total Average | 14,546 | 16,396 | 1,850 | 13% | 9% | 8% | 17,420 | 12,559 | 815 |
| | 227 | 256 | 29 | 13% | 9% | 8% | 290 | 196 | 13 |

Definitions:

- rQ1** Relative 1st Quarter = first 13 weeks selling pizza
- rQ2** Relative 2nd Quarter = second 13 weeks selling pizza
- BPI** Business Profile Interactions = Calls to Action on Google Listing excluding Online Orders
- OLO** Online Ordering
- RCA** Retail Consumer Attrition = Change from rQ1 to rQ2 [drop in sales after honeymoon period]
- DCE** Digital Consumer Experience Program