

Powering Customer-Led Growth



Partnership Kickoff Presentation

August 2025

Introduction & *Opening Comments*

Geoff Henry

President, Gong cha Americas

Why are we making a change with our POS, App, Loyalty provider?

1. One Brand Voice, One Digital Experience

2. Significantly Lower Costs for Franchisees

We estimate that franchisees will see a **30-40% reduction in their annual POS cost**

3. Higher Level of Service and Reliability

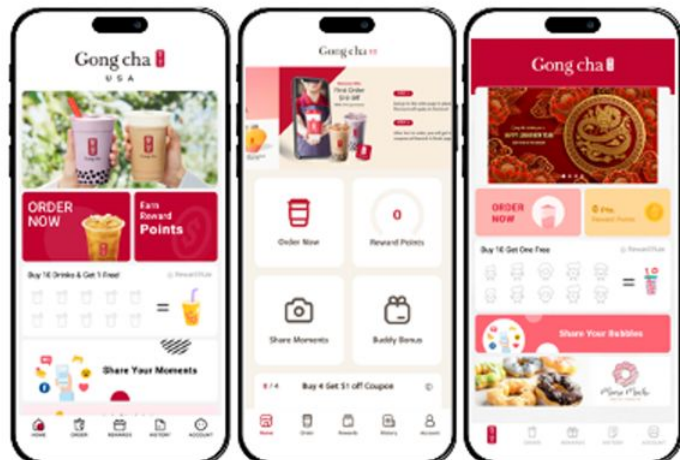
SumUp is a global, well-resourced organization supporting our brand in several international & US markets.

4. Enhanced Marketing Capabilities at no additional cost

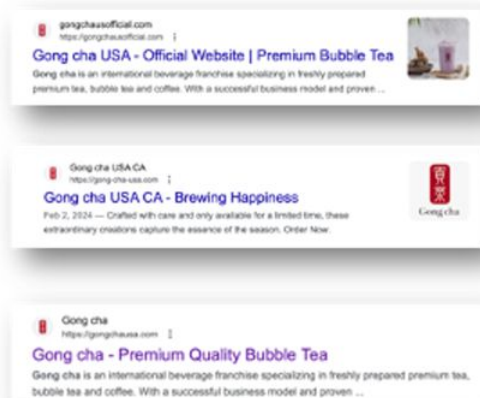
With SumUp, **SMS (text) messaging to loyalty members is INCLUDED in the monthly cost,**

Today we are confusing our guests in the digital world...

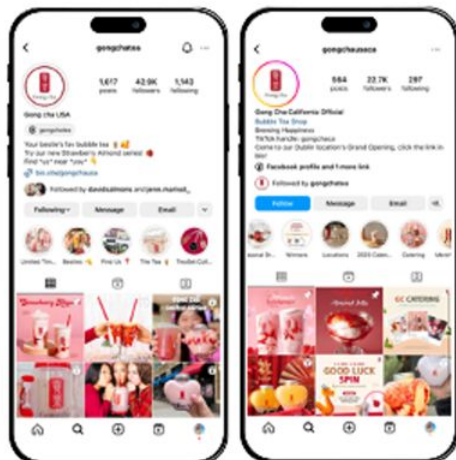
Mobile Apps



Websites



Social Media Accounts





Where are we headed!

1 App, Website, Loyalty Platform

SumUp POS

Platform Overview

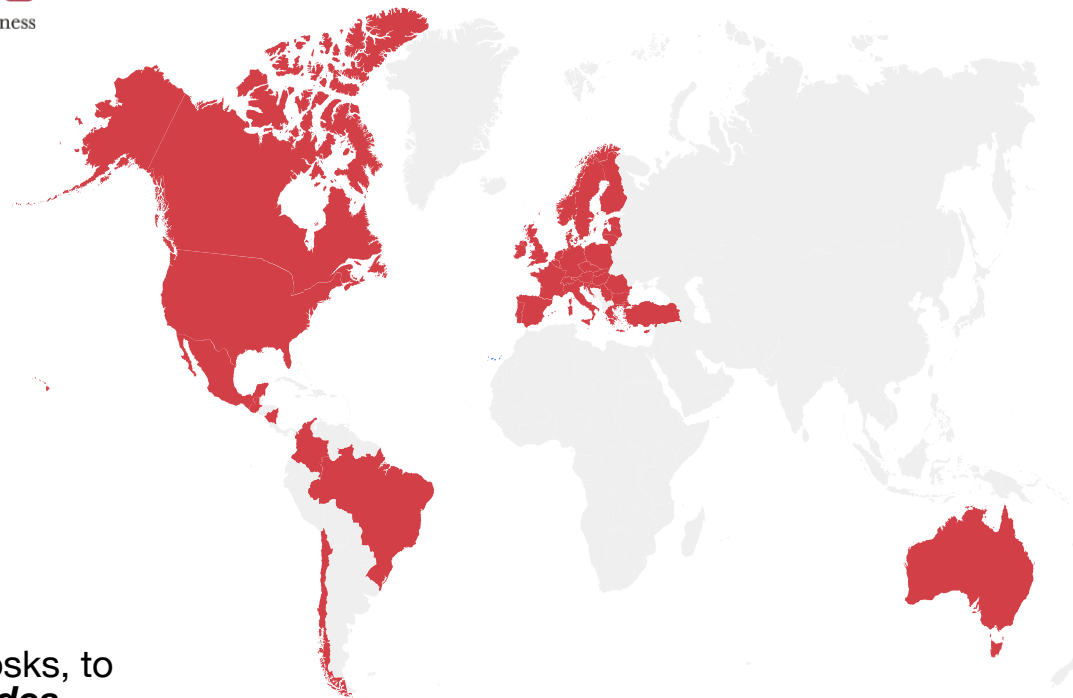
5+ million active merchants globally

40 countries served on 5 continents

19 offices globally

3,500+ employees

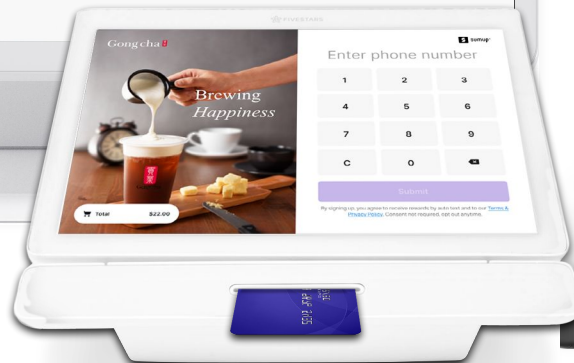
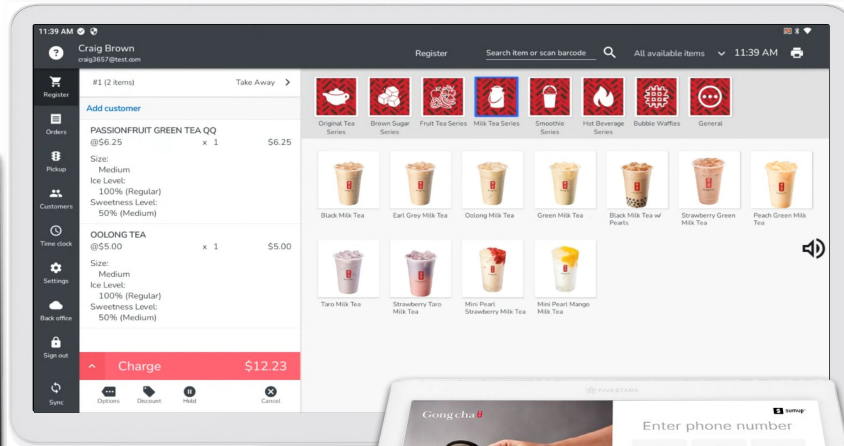
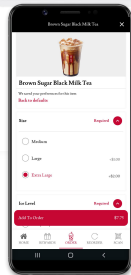
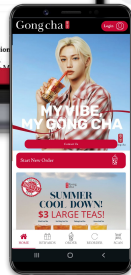
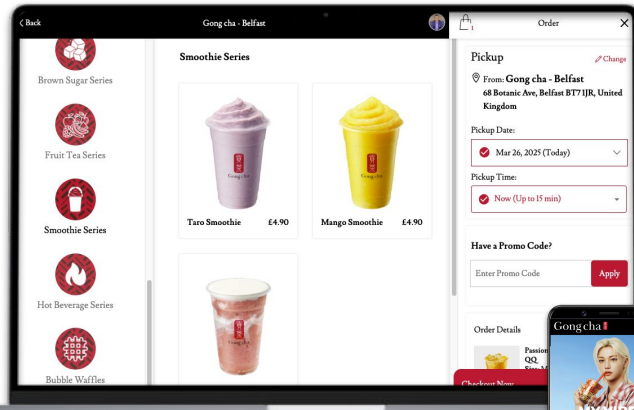
80 nationalities



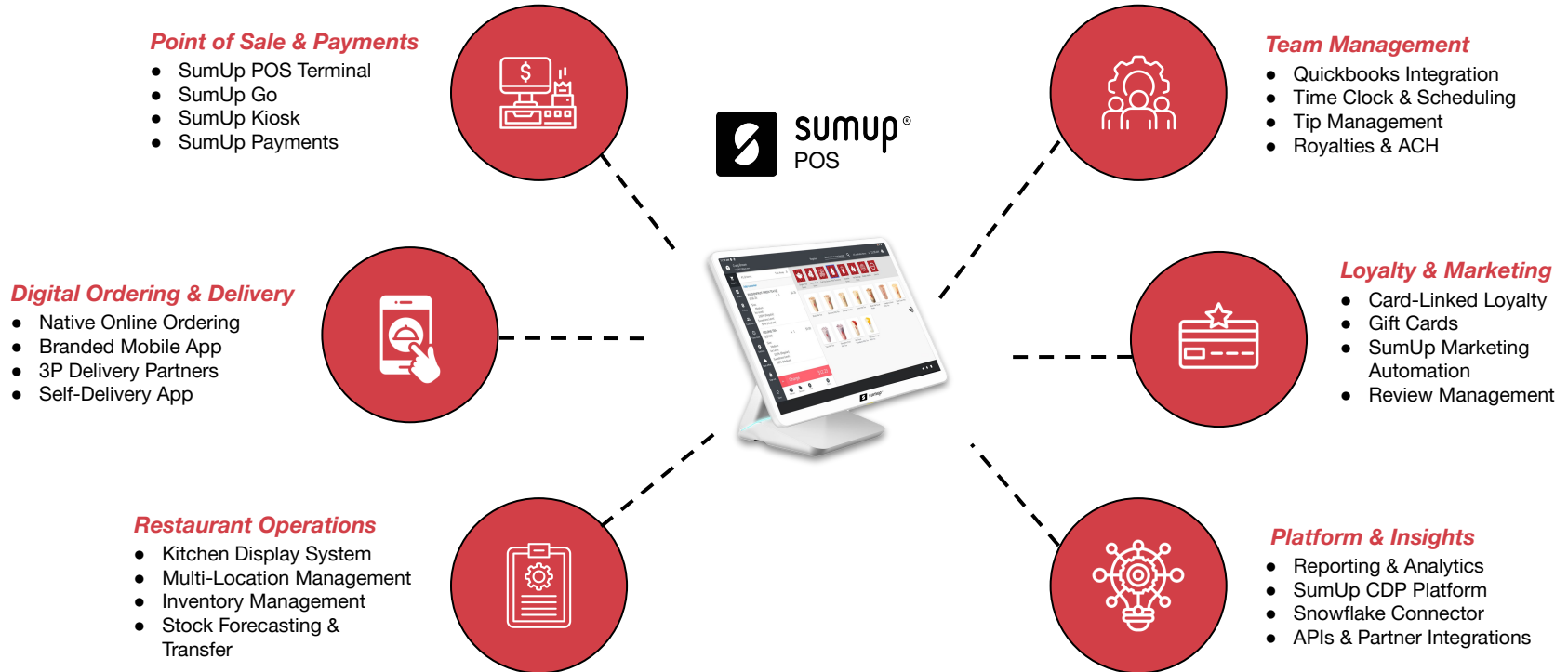
From payments, to POS, to self-service kiosks, to customer loyalty, and more, **SumUp provides best-in-class technology solutions** that help Gong cha stores across North America, LATAM, and Europe to **grow and thrive.**



A single, unified platform for *wherever Gong cha grows.*

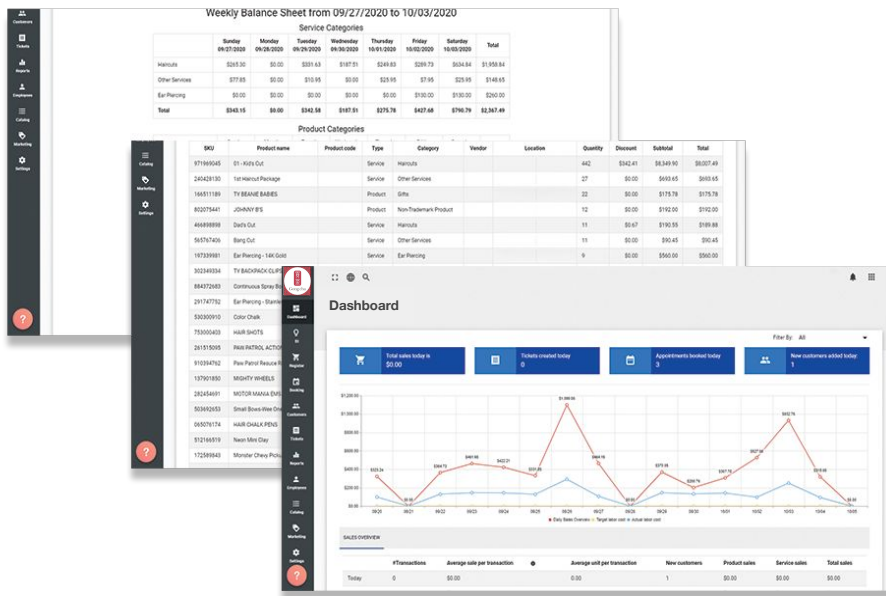


SumUp POS: the all-in-one platform designed to power growth for franchise QSR brands



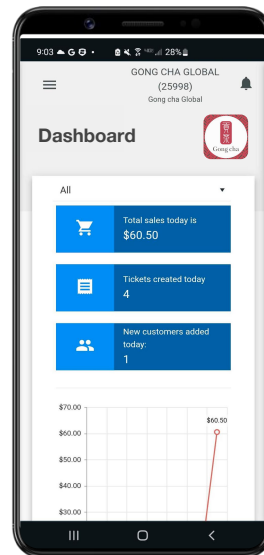


Unparalleled, real-time data and insights to keep Gong cha ahead of the trends



Enterprise-Grade Reporting

- Robust reporting with real-time data
- Built-in forecasting & predictive analytics
- Actionable sales, labor, & product performance insights
- Endlessly configurable for brand, region, or store-levels
- Enabled for both desktop & mobile devices
- Fully normalized data via SumUp CDP



Send your delivery orders *straight to* **SumUp POS**

Eliminate double entry

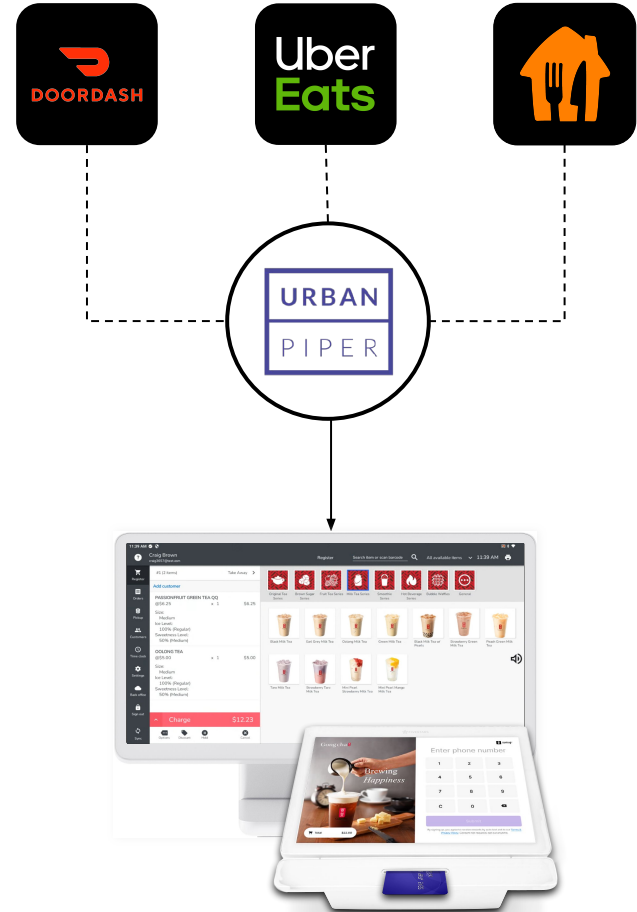
Save time & deliver faster when you don't have to manually enter every order from tablet to POS.

Easy menu management

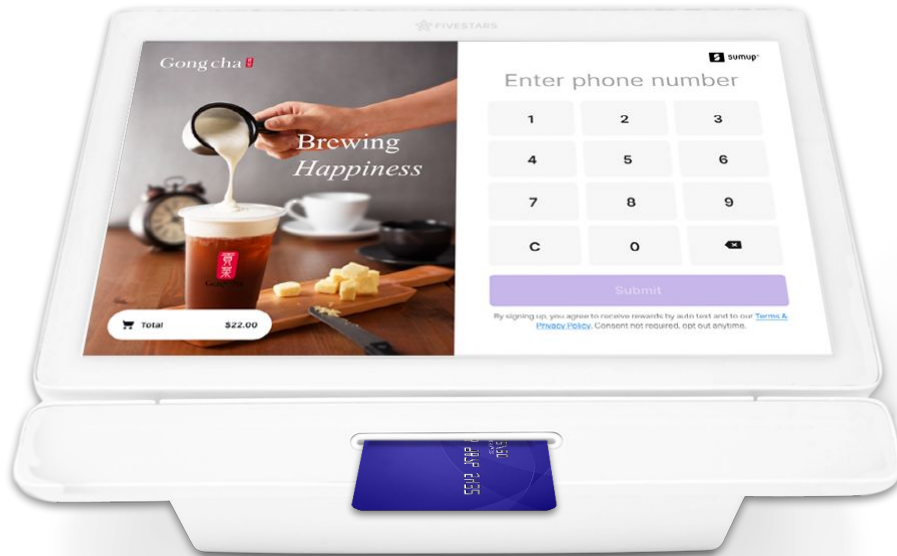
Using item data from your POS, manage all delivery menus in one single location.

Integrated with all major delivery services

DoorDash, Uber Eats, GrubHub, Postmates, ChowNow, EatStreet, Shopify, Caviar, and more



Transact & connect with *SumUp's patented card-linked loyalty experience*, driving up to 80%+ customer loyalty participation at the counter



Connectivity

Wifi, Ethernet, Bluetooth, 4G LTE, and offline mode with store-and-forward, ensuring you never miss a sale.

Tokenized Recognition

Automate customer sign-ups & check-ins via secure card tokenization technology

Flexible & Secure

Our PCI-DSS L1 compliant hardware lets customers decide how they pay: Dip, Swipe, or Tap.

Stunning Display

Eye-catching 7" HD LCD display makes for a rich customer checkout experience

Drive More Revenue (Coming Soon)

AI-driven recommendations and suggestive upsells make it a breeze to increase basket size during checkout

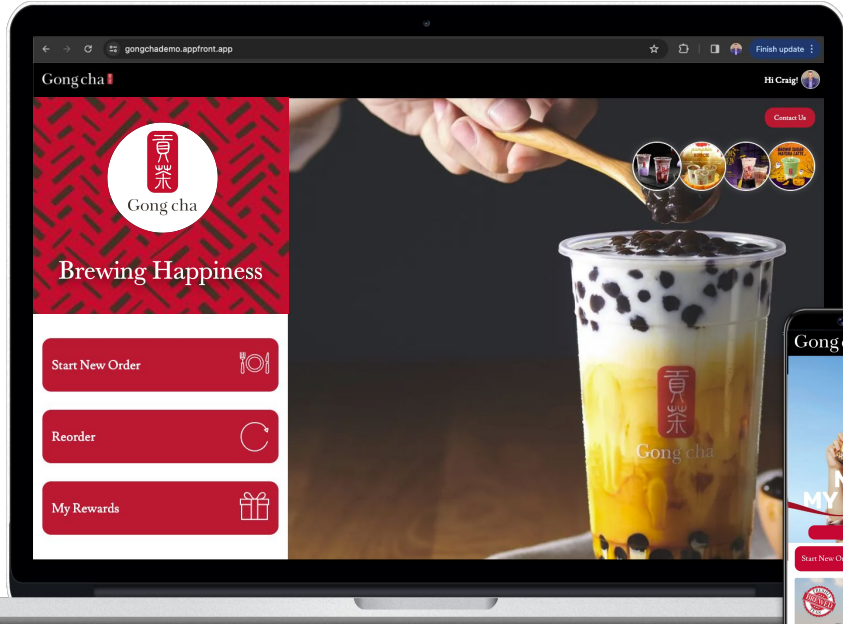
Itemized Order & Rewards Display

Give customers visibility into their orders and applied discounts to ensure accuracy

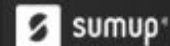
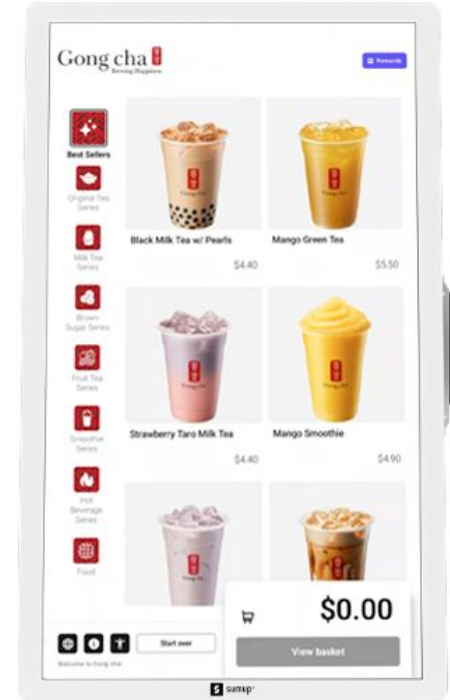
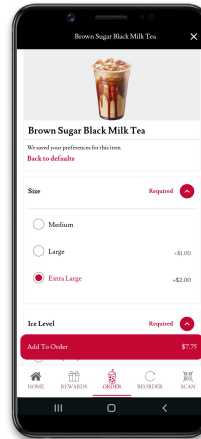
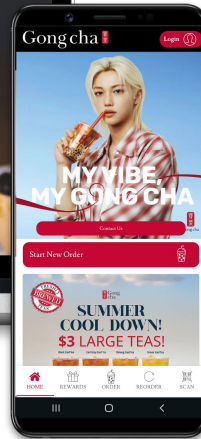
Fully Custom Brandable

Put your brand at the forefront of the checkout experience, or leverage to promote new products

Beautifully branded, end-to-end digital ordering solutions *meet* Gong cha's customers everywhere else



- **Online Ordering**
- **Native Mobile App**
- **Self-Ordering Kiosk**
- **Integrated Loyalty**



SumUp provides brand-centric rewards experiences to entice Gong cha's customers, helping to maximize loyalty participation across all ordering touch points



Elevate your brand voice



Customize "surprise & delight" events



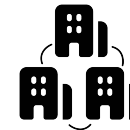
Create unlimited reward tiers



Redeem across all platforms



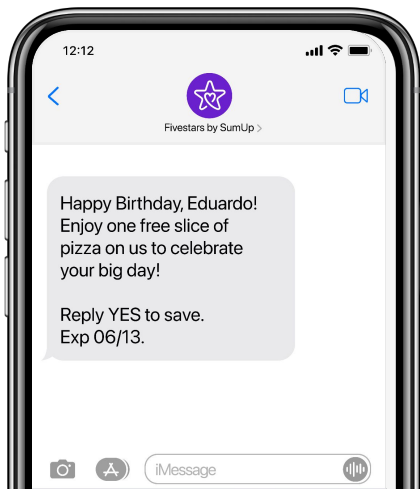
Give points based on spend, SKU, or visits



Built with multi-unit operators in mind

You'll stay top of mind when your customers leave your store

Keep your customers coming back with **AutoPilot** campaigns via SMS



First Visit

Increase 2nd visits
by **45%**



At Risk

Increase visits after 30
days of no visit by **75%**



Growth

Grow average ticket
& WOM with VIPs



Boost

Get more Google reviews
& online appointments



Birthday

Raise likelihood of
visiting on birthday
by **216%**



Lapsed

Increase visits after
60, 90, 120 days of
no visit by **175%**

We're supercharging GCA Marketing's ability to drive you revenue via targeted SMS promotions – *included at no additional cost.*

The screenshot shows a mobile app interface for creating an SMS promotion. The main heading is "How do you want to reward your customers?". Below this, there are several sections: "Create a discount" with a text input field for the discount description and a date picker; "What's the occasion?" with a text input field; "Upload an image" with a photo of coffee and a donut; and "Enable sharing" with a toggle switch. A "Select audience" button is at the bottom.

01 SELECT CUSTOMERS

Who do you want to send the promotion to?

- ALL CUSTOMERS
- VIPS
- NEW CUSTOMERS
- INACTIVE CUSTOMERS
- TAGGED

02 WRITE PROMO MESSAGE

What's the offer?

\$2 off \$20+ purchase at Gong cha - San Jose!

What's the occasion?

Celebrate the grand opening of our newest Gong cha location in San Jose, CA!

03 CLICK SEND OR SCHEDULE

Schedule for later

Send now

We've brought CUPS 2.0 to life, increasing guest feedback by 15x!

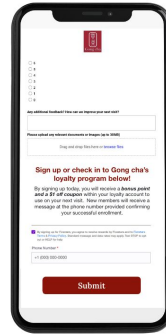
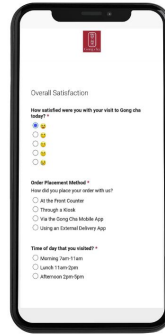
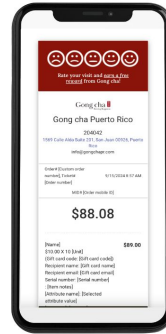
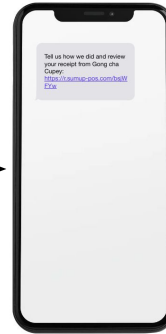


Order Placed by
Customer via Any
Channel + Loyalty
Sign-In



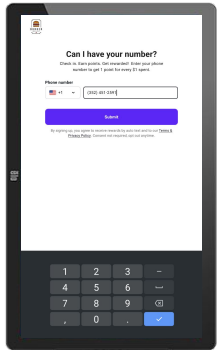
Non-Marketing SMS
Sent via Separate
Bandwidth 10-DLC 15
Minutes After Visit

1 Point + Reward
Automatically Applied to
Customer Account



SumUp Receipt Service
w/ Customizable
HTML-Linked Image to
Store's Survey

Smartsheets + SumUp
Connect Integration





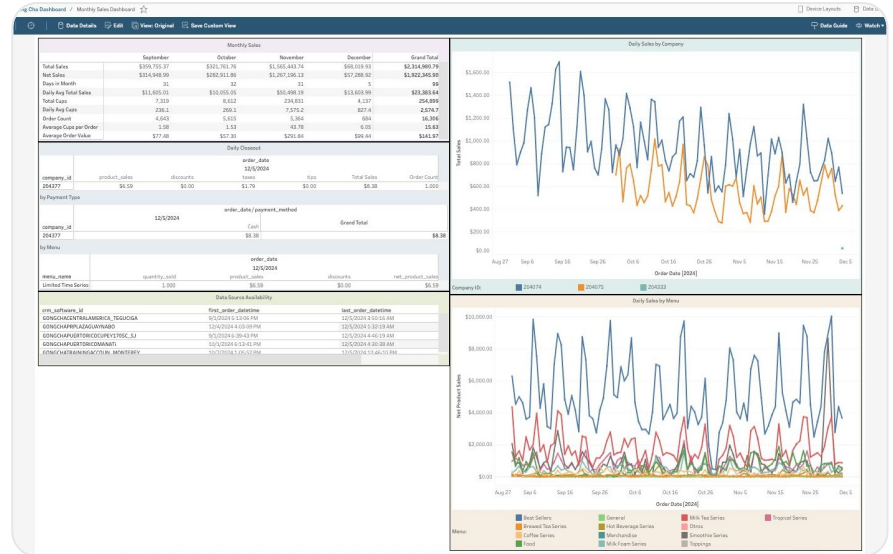
“SuperWu” Integration

- SumUp has completed and maintains a full POS integration for Gong cha to the SuperWu robotic beverage dispenser system.
- QR codes automatically print on sticky labels from all channels with the exact recipe of the beverage ordered.
- Integration is already live and powering SuperWu-using Gong cha locations in the US & UK

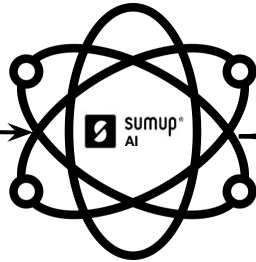


Unified Reporting & Analytics via Tableau

- SumUp provides Gong cha with Tableau-based analytics, enabling access to the following via a single login:
 - Gong cha’s required monthly reporting to Taiwan
 - In-depth, system-wide loyalty CRM analytics
 - Payments reporting (where SumUp is processor)



Experience the power of SumUp's native Azure AI engine, automatically personalizing content & recommendations to save you time and increase sales.

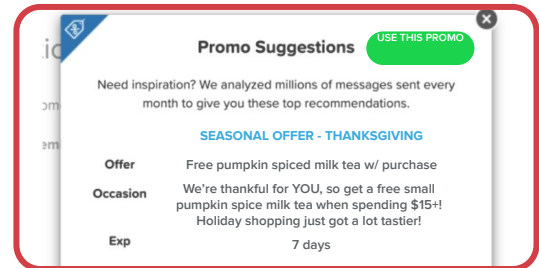
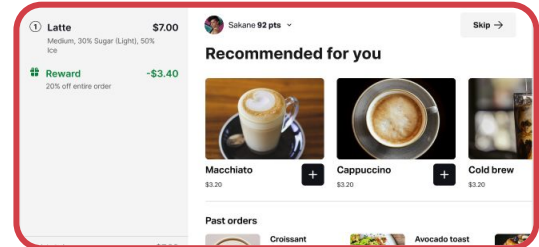


AI-Enriched
AutoPilot

AI-Powered
Kiosk Upsell &
Cross-Selling

AI-Driven
Promotion
Suggestions

It's been far too long, Katie. Come back to visit Gong cha this week, and a BOGO coupon for your favorite - Black Milk Tea - will be here waiting for you! Exp 8/30.



Why does all of this matter to *Gong cha corporate* or to you, the franchisees?

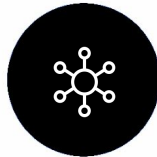
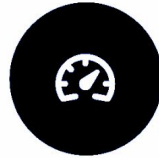
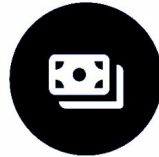
Corporate

An end-to-end software, hardware, & payments solution that's **purpose-built for franchise organizations**, ready to scale.

Manage all aspects of the brand & view unified analytics all from a single, cloud-based command center.

Certified worldwide for the **highest level of data security & compliance**.

A true omni-commerce platform that meets customers wherever they are – in-store, online, digital, or other.



Franchisees

A simple yet powerful POS that makes day-to-day operations a breeze.

Enterprise-grade tools without the enterprise-level price tag, meaning **more money left in franchisee pockets**.

The only **POS intentionally designed** to automatically engage customers and **drive revenue growth**.

World-class, US-based onboarding and customer support teams focused on one thing: your success.

Pricing & Hardware *Options*

GCA has negotiated incredible, *fixed-cost pricing* for its franchisees

Pricing
\$289/Month (USD)

Manage & Business	POS, Kiosk, & Online/Mobile Ordering Software (Unlimited)	✓
	Menu & Inventory Management	✓
	Scheduling & Staff Management	✓
	Centralized Reporting & Analytics	✓
Engage & Convert	Customer Rewards Program (All Surfaces)	✓
	Acquisition via Web, App, Word of Mouth, and Nearby	✓
	AI AutoPilot (First Visit, At Risk, Lapsed, Birthday, Growth, & More)	✓
	AI Enhanced Promotions via Push, Text, and Email	✓
Extras	Integrated CUPS 2.0 + Loyalty Experience (via SMS)	✓
	SuperWu Robotic Beverage Dispenser Integration	✓
	Gift Cards (Digital & Physical)	✓
	Text to Join Codes	✓
	Dedicated Enterprise AM + Support	✓



UrbanPiper 3PD Aggregation (Optional)

\$39/month

Our payment processing rates are *affordable and easy to understand*

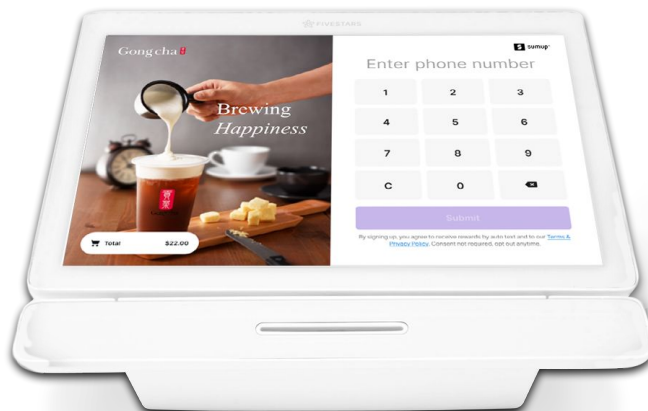
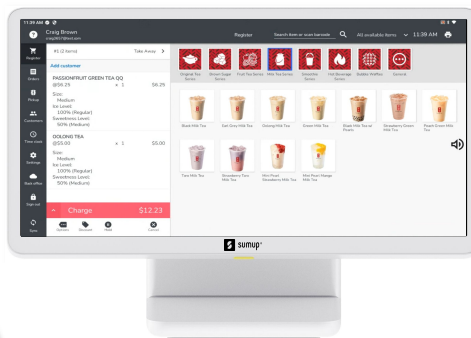
Gong cha Pricing



All Transactions:
Cost + \$0.03 + 0.10%



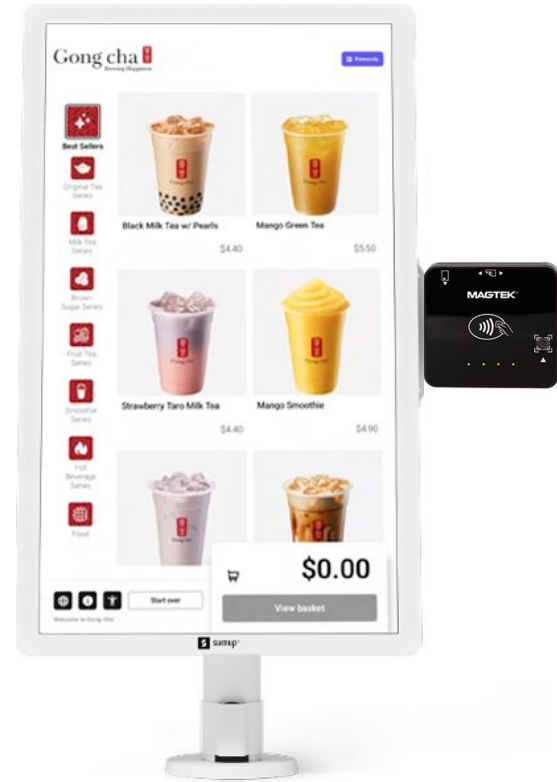
Additional Fees:
NONE



SumUp POS & CFD Combo - \$599
(or \$15.77/mo)



21" Floor Stand - \$899
(or \$23.67/mo)



21" Counter Stand - \$749
(or \$19.72/mo)

Peripherals



Star CD4 16" - \$119
(or \$3.13/mo)



Star TSP100IV - \$249
(thermal printer)
(or \$6.56/mo)



Star TSP143IV SK - \$459
(linerless label printer)
(or \$12.09/mo)

One-time & monthly fees for the *average Gong cha franchise location* (1 POS, 2 kiosks)

Pricing w/ Hardware Purchase

Software Fees	
SumUp POS, Loyalty, & Digital Ordering Software Bundle	\$289.00
Urban Piper 3PD Integration	\$39.00
Hardware Fees (One-Time)	
1 POS/CFD, 2 Kiosks, Thermal Printer, Label Printer, Cash Drawer	\$3,224.00
Implementation Fees (One-Time)	
Setup/Training/Installation	\$249.00
Totals	
Monthly Recurring Fees	\$328.00
One-Time Fees	\$3,472.00

Pricing w/ Hardware Lease

Software Fees	
SumUp POS, Loyalty, & Digital Ordering Software Bundle	\$289.00
Urban Piper 3PD Integration	\$39.00
Hardware Fees (Monthly)	
1 POS/CFD, 2 Kiosks, Thermal Printer, Label Printer, Cash Drawer	\$84.89
Implementation Fees (One-Time)	
Setup/Training/Installation	\$249.00
Totals	
Monthly Recurring Fees	\$412.89
One-Time Fees	\$249.00

Thanks!

