

# MESSAGE FROM THE CEO

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March 28, 2017

Harbortouch Team,

I am very excited to announce a major partnership with Jon Taffer, Executive Producer and Host of Spike TV's "Bar Rescue" and ABC's upcoming "Extreme Makeover Restaurant Edition" as well as the foremost expert in the hospitality industry. Taffer has officially endorsed our POS systems and will collaborate with Harbortouch to develop the industry's first "smart" POS (sPOS) system. The collaboration will enable Harbortouch to integrate powerful revenue generating tools, based on Taffer's extensive industry experience, into our Elite POS systems. This includes the already successful Jon Taffer designed BarHQ software tools.



We really wanted to challenge ourselves to develop something truly game changing for the industry. We have already built the best POS system with the best technology and at the best price point, but we wanted to see if we could go a step further and do something entirely unique by helping our customers generate more revenue. We wanted to leverage the power of our industry-leading POS technology to help our merchants make more money. As the leading authority in the bar and restaurant industries, we knew that Jon Taffer would be the perfect partner to help pioneer this smart POS technology.

With over three decades of hands-on experience, Taffer is a two-time winner of the Bar Operator of the Year award, among a myriad of other honors, and his management methodology, Reaction Management, has become the gold standard of the industry. In 2010, Jon was appointed President of Nightclub & Bar Media Group where he oversaw the Nightclub & Bar Convention Trade Show. He also sat on its board of directors and serves as a consultant and development advisor to major restaurants, nightclubs and hotels worldwide. He is also credited with creating the NFL Sunday Ticket package while serving a three-year term on the board of NFL Enterprises.

Harbortouch's sPOS systems will bring together technology and industry expertise in a way that has never been done before. Harbortouch POS systems deliver countless benefits in terms of improved efficiency and streamlined operations, and now these features will be combined with powerful tools, including valuable analytics, training videos and revenue-generating promotions. This new sPOS solution integrated with business intelligence tools, will have a direct impact on merchant top-line sales by increasing both customer frequency and spend per visit.

In addition to this collaboration on product development, Harbortouch will be the exclusive POS system featured on Bar Rescue, beginning with the episode airing on April 9<sup>th</sup>. We will also be the exclusive POS system on Jon's upcoming shows Extreme Makeover Restaurant Edition on ABC and Bar Rescue: Country Edition on CMT. Jon Taffer is very committed to the success of Harbortouch, our merchants and our valued sales partners! As such, you should expect to hear from him personally on several occasions. In fact, you can [click here](#) to watch a video of him announcing this exciting partnership.



And one more thing: Jon Taffer will be our featured keynote speaker at this year's Accelerate Conference in Las Vegas!

This is a very exciting and game-changing partnership for Harbortouch. I have no doubt this endeavor will have an overwhelmingly positive impact on all aspects of the company to include helping our sales partners capture new merchants. The close collaboration with Jon Taffer and his exclusive endorsement further cements our position as the most innovative and disruptive POS provider in the industry.

Sincerely,

Jared Isaacman

CEO

Harbortouch

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