



With Mobile Orders Soaring, Restaurant Operators Turn To PopPay's New Mobile Payment Feature To Reduce Payment Processing Fees

Ability To Integrate Directly Into Mobile Apps Complements PopPay's Existing In-Store And Drive Thru Payment Capabilities

PASADENA, CA – October XX – PopID today announced the expansion of its PopPay consumer payment system to mobile ordering apps. PopPay links to consumers' credit or debit cards and enables them to make in-person payments using only their faces. With the addition of mobile app integration, PopPay users now have a single payment solution for cashier, kiosk, drive thru, and mobile orders.

To use PopPay for mobile ordering, existing users simply link their PopPay account to the restaurant's mobile ordering app one time using their phone's camera and PopID's facial recognition technology to verify their identity. Thereafter, they can tap the in-app PopPay button to pay for their orders by just unlocking their phones. Customers new to PopPay can sign-up directly in the restaurant operators app or online at popid.com.

A number of restaurant operators – including chains such as Deli Time, Dairi-O, and CaliBurger – have now deployed PopPay in their mobile ordering apps. Hundreds of restaurant and retail locations offer PopPay for in-person payments. In addition, PopID's broader in-person, face-based authentication platform has processed millions of consumer transactions.

PopPay offers significant advantages to restaurant operators and other businesses for both online and in-person transactions. PopPay's payment processing fees are substantially lower than traditional credit card processing fees. The resulting savings is especially compelling for orders taken online where "Card Not Present" or "CNP" fees charged by card networks can increase business's processing costs by 20-40%. For in-person transactions, PopPay's face-based payments are easier and faster for consumers, which increases restaurants' throughput. Taken as part of PopID's broader offering that includes simplified sign-in to loyalty programs, presentation of past orders, and personalized recommendations, PopID's platform drives revenues via increased average ticket size and faster transactions, while at the same time boosting consumer satisfaction.

"Over the last two years, Deli Time has processed hundreds of thousands of transactions using PopID on self-ordering kiosks across our chain and our customers have loved it,"

said Megan Burns, Vice President of Sales at Deli Time. “By now allowing our customers to use their PopPay accounts to pay inside of our mobile app, we will not only save money but also offer our customers a better experience.”

“Because the average unit volume across our stores is the highest in the industry, we originally adopted PopID in our dining rooms and at the drive thru to increase throughput,” added Rusty La Rue, Chief Operating Officer of Dairi-O. “We are now pleased to offer our customers the ability to use PopPay across all of our channels, regardless of whether the customer is paying in the store, in a car, or on a mobile phone at home.”

About PopID

PopID, a Cali Group company, provides a trusted and secure platform that enables businesses to give their customers and employees the option of authenticating their identity using advanced facial recognition. Hundreds of businesses rely on PopID to simplify digital interactions with their workers and customers in areas such as ordering, payment, and entry. Learn more about PopID's vision at: <https://www.popid.com>.

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