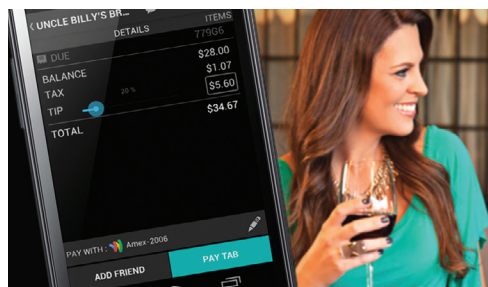


A GREAT NIGHT OUT, NO CARDS NEEDED

Tabbedout



Tabs Settled, Hassle Free

Tabbedout removes the hassle of settling payments after meals and libations, delighting customers as well as the bars and restaurants they frequent. People are able to open, review, share, and split tabs at leisure, while businesses get to know their customers better and can personalize offers and experiences over time.

Poised for Fast Growth

Rick Orr, Co-founder, Executive VP and GM, notes that gaining traction quickly with both merchants and consumers is key in the highly competitive mobile payments space. Tabbedout recently grew their merchant network nearly ten-fold to cover 10,000 businesses and expects to add 50,000 more in the next 18 months.

Tabbedout also moved quickly to give consumers an even faster way to pay by introducing Google Wallet Instant Buy. This also helped to lower the trust barrier with consumers, as Rick remarks, "We earn instant credibility when people see that they can pay seamlessly with Google Wallet within our app. That's a name they recognize and trust immediately."

Win-Win-Win Implementation

Tabbedout rolled out this solution with no disruption to daily operations. Director of Engineering Cameron Hotchkies calls the API "straightforward and easy to implement" and also noted the minimal impact on merchants since Google Wallet uses the same payment rails as a normal credit card. Initial account setup promised to be more streamlined and secure for consumers as well, since they would no longer need to provide credit card details.

Immediate Gains

Consumers rapidly embraced the enhancement. Tabbedout reported record-breaking downloads from Google Play on the day of launch, with hundreds of users enabling the Google Wallet option. Within a month of launch, nearly 25% of all tabs paid on Android devices took advantage of the Google Wallet Instant Buy feature.

Tabbedout is also able to deliver a stronger value proposition to their merchants, since Google Wallet users have been measurably more likely to complete transactions using their mobile devices, resulting in richer analytics than traditional POS. Early results also point to repeat usage, a leading indicator of continued loyalty.

Ongoing Innovation

Alex Broeker, CEO of Tabbedout, says "Our goal is to make mobile payment an everyday simple and secure process for the consumer that generates additional revenue for Tabbedout merchants."

So far, Tabbedout's decision to partner with Google and implement Google Wallet Instant Buy has strongly supported the company's vision, and Tabbedout is well positioned with both merchants and consumers to transform the payment experience for the hospitality industry, one tab at a time. 🍷

To learn more about faster checkout on your mobile site and apps, visit google.com/wallet/business



"Nearly 25% of all tabs paid on Android devices took advantage of Google Wallet"

Rick Orr

*Co-founder, Executive VP and GM
Tabbedout*