



# hypesoft<sup>+</sup>

SWITZERLAND, OCTOBER 2025

## P R E S E N T A T I O N

NEXT - GENERATION RETAIL MANAGEMENT SOFTWARE

RESTAURANTS • BARS • CAFÉS • FAST FOOD • NIGHTCLUBS • BAKERIES • PASTRY SHOPS

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# Introduction SINCE 2020





## Hype Soft in a nutshell

### A RAPIDLY EXPANDING INTERNATIONAL PRESENCE

**Hype Soft has been trusted by over 1,700 establishments across Europe:**

Restaurants, bars, cafés, fast-food outlets, nightclubs, bakeries, and pastry shops.

### WE OPERATE IN :

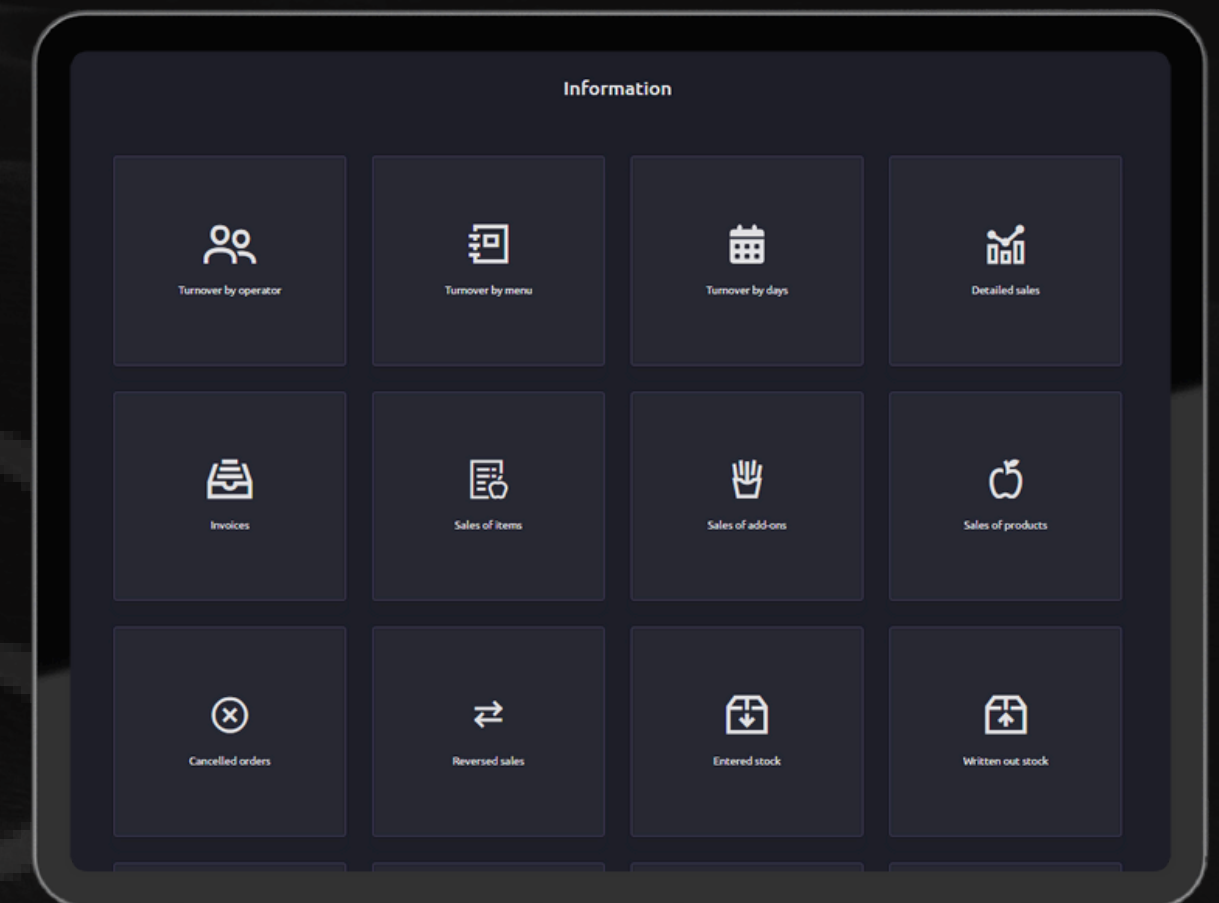
**Bulgaria**  - **Switzerland**  - **Greece**  - **Spain**  - **United Kingdom**  - **France**  - **Malta**  - **Belgium** 

### CONTINUOUS GROWTH | SINCE 2025

 +420 new clients joined us

 That's an average of 50 new establishments per month

**Hype Soft is establishing itself as the most dynamic and innovative POS solution on the European market.**









# Introduction

## SINCE 2020

### Hype Soft in a nutshell

#### PREMIUM CUSTOMER SUPPORT

Because reliability goes beyond technology, our team is with you every step of the way.

-  28,000 support calls handled
-  1,568 hours of assistance provided
-  155 calls per day on average
-  Average call duration: 3 min 20 sec

A proactive, responsive team that is always attentive to your needs.





#### CONTINUOUS INNOVATION

Because reliability goes beyond technology, our team is with you every step of the way.

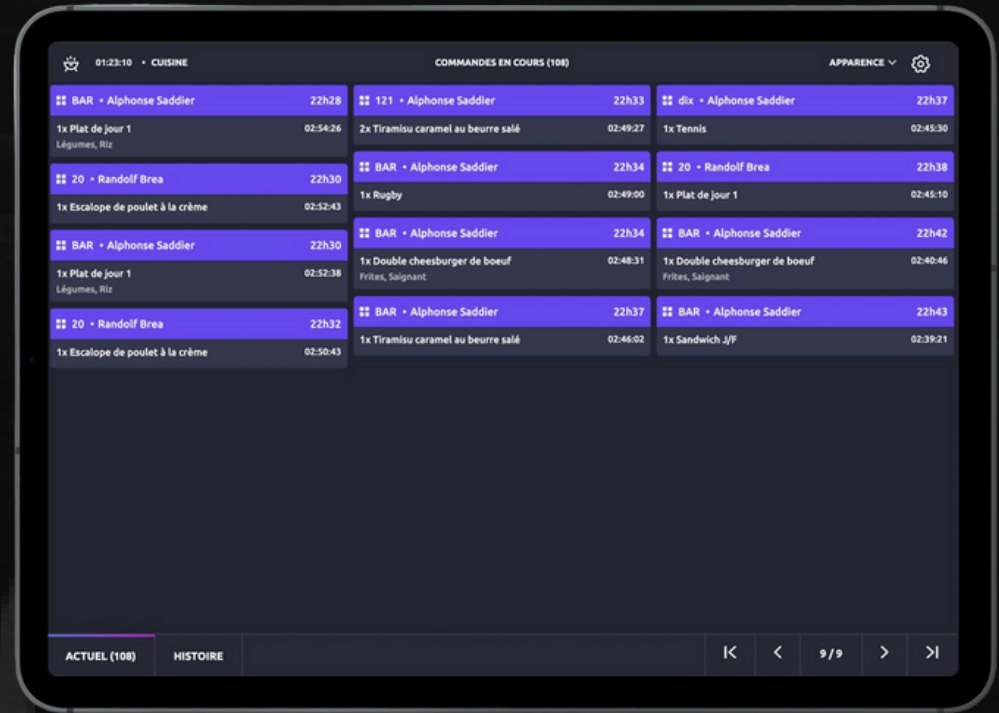
Over 2,000 new features and enhancements rolled out across 258 software releases.

Every update is designed to simplify operations, boost performance, and deliver an exceptional user experience.

#### A COMPLETE, CONNECTED & SCALABLE SOLUTION:

-  Next-gen POS software
-  High-performance hardware
-  Managed connectivity & Wi-Fi
-  Tailored services

Hype Soft is far more than a cash register system—it’s a full ecosystem built to drive your performance, simplify your operations, and support your success.



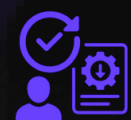


# Introduction

## Hype Soft Switzerland enters a new era.

After an initial phase focused primarily on product functionality, the company is now shifting toward a customer-centric strategy, emphasizing experience and satisfaction to strengthen proximity, trust, and added value for every user.

This evolution marks a key milestone: putting people at the heart of technology—making Hype Soft not just a powerful management tool, but a true partner in your success.



**Product Adoption** – Ensuring fast, seamless onboarding



**Customer Satisfaction** – Delivering measurable value every day



**Brand Advocacy** – Turning customers into long-term ambassadors



# Introduction

THIS TRANSFORMATION IS BUILT ON THREE STRATEGIC PILLARS:



**HYPE IT!**



**LOVE IT!**



**SHARE IT!**

At the core of this transformation lies the All-in-One 360 Panel—a fully integrated ecosystem combining software, hardware, telecom, Wi-Fi, and services into a single, seamless solution.

This turnkey offering is specifically designed to meet the needs of restaurants, bars, cafés, and retail businesses—enabling them to launch, grow, and thrive without technological complexity.





**HYPE IT!**

# Positioning

**A modern, intuitive, and reliable platform built for hospitality and retail professionals.**

**An all-in-one tool that simplifies management, boosts productivity, and optimizes the customer experience.**

## SEAMLESS INTEGRATION

**Full deployment in under 45 minutes—zero business interruption. Just install, connect, and go.**

## SMART ACQUISITION STRATEGY

### **PA**ttentive launch promotions:

- 🖱 First month free, followed by progressive discounts in months 2 and 3

### **Strategic** partnerships:

- Collaboration with hospitality, restaurant, and retail associations to build visibility and trust





**HYPE IT!**

# Positioning

## THE 360 PANEL ADVANTAGE

**Your all-in-one ecosystem includes:**

 **Software** •  **Hardware** •  **Telecom** •  **Wi-Fi** •  **Services**

Everything your business needs—**fully operational from day one**

## FLEXIBLE FINANCING

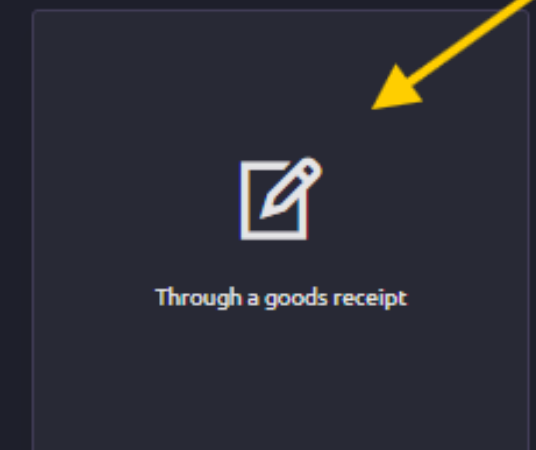
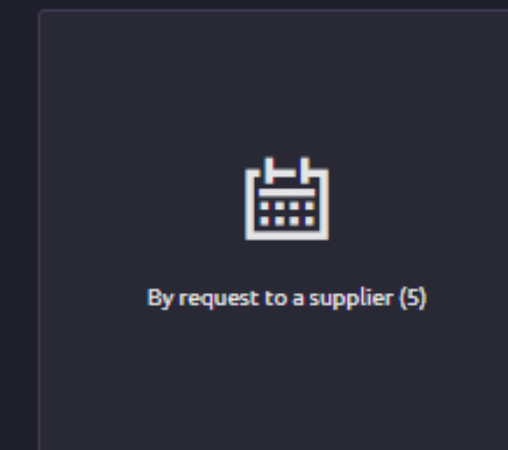
Transparent hardware purchase or monthly payment options tailored to your cash flow

Preserve your working capital while equipping your venue

## COMPLETE ADMINISTRATIVE SUPPORT

**We make your transition to Hype Soft effortless.**

Our team manages all administrative steps required to terminate your previous subscription contracts—ensuring a smooth, uninterrupted switch with no service downtime. Save time and start your Hype experience with complete peace of mind.







LOVE IT!

# Sustainable Commitment

## EXCEPTIONAL USER EXPERIENCE

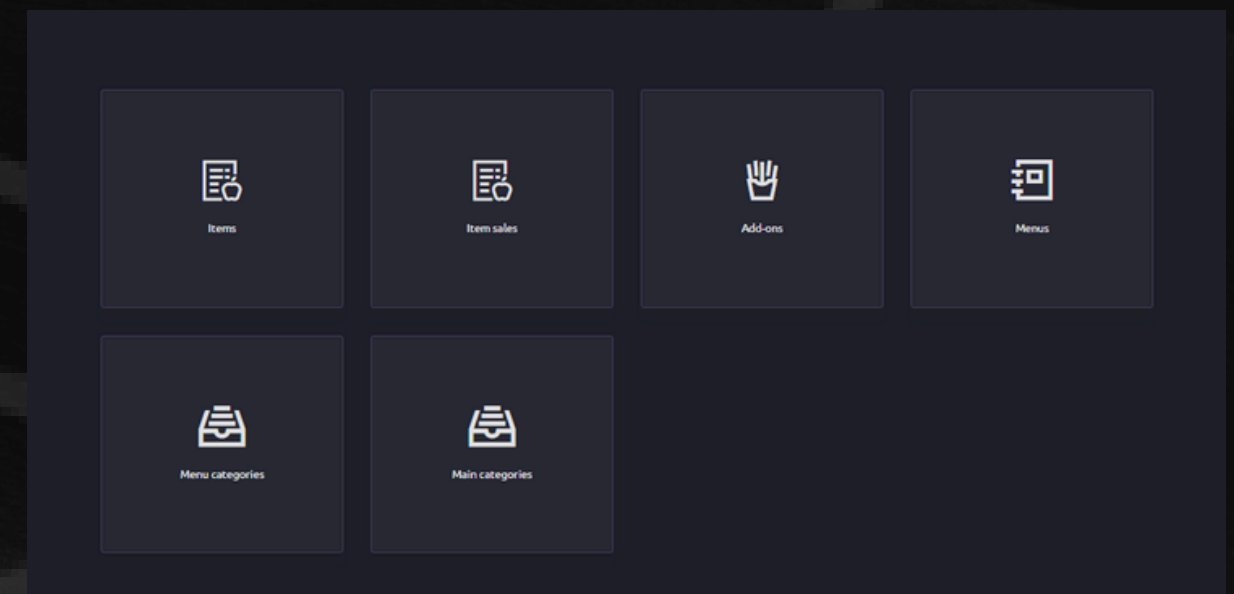
**Sleek, fluid, and intuitive interface designed for simplicity and enjoyment**

Powerful features. Practical use. Measurable daily efficiency.

## EXCELLENT CUSTOMER SUPPORT

- 24/7 multilingual assistance via our dedicated helpdesk
- Personalized onboarding and dedicated account managers

**You're never alone:** Human-centered, responsive, and tailored support







LOVE IT!

# Sustainable engagement

## TRAINING & AUTONOMY

**We guide your team to success.**

- Online training modules and on-site sessions
- Rapid, seamless adoption across your entire team

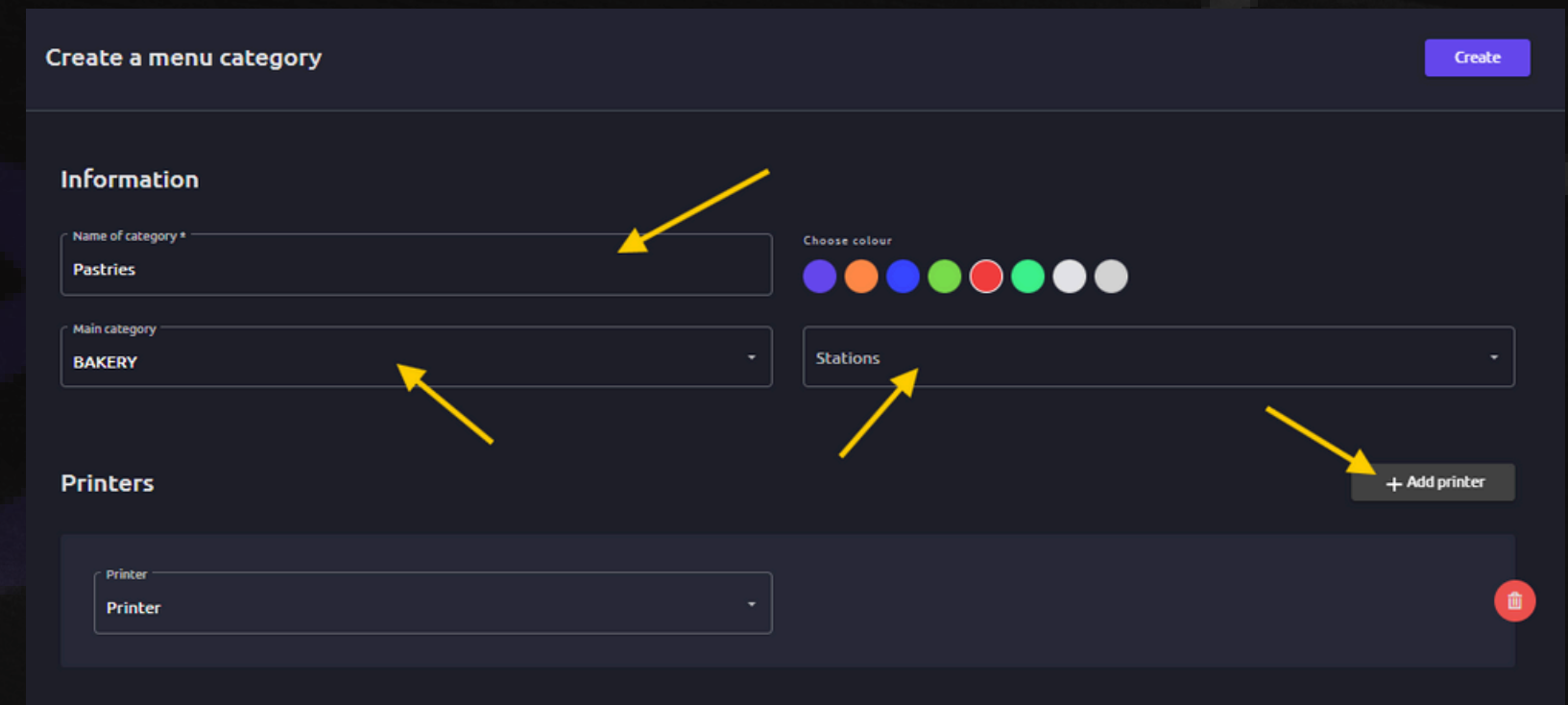
**Your team become independent and efficient in record time.**

## TRANSPARENCY & TRUST

**We believe in clear, lasting partnerships.**

- Clear, straightforward contracts (duration, renewal, cancellation, billing)
- Full compliance with Swiss law and GDPR
- Legal hardware warranties and enhanced data security

**You always know exactly what you're signing up for – no surprises.**



The screenshot shows a 'Create a menu category' form. It includes a 'Name of category' field with 'Pastries' entered, a 'Main category' dropdown set to 'BAKERY', a 'Choose colour' section with seven color swatches, a 'Stations' dropdown, and a '+ Add printer' button. Below these is a 'Printers' section with a 'Printer' dropdown. Yellow arrows point to the 'Name of category' field, the 'Main category' dropdown, the 'Stations' dropdown, and the '+ Add printer' button.





LOVE IT!

# Sustainable engagement

## CONTINUOUS INNOVATION

**Our solutions evolve with your business.**

- Regular updates based on your feedback and market trends.
- Constant improvements to ensure performance, security, and scalability.

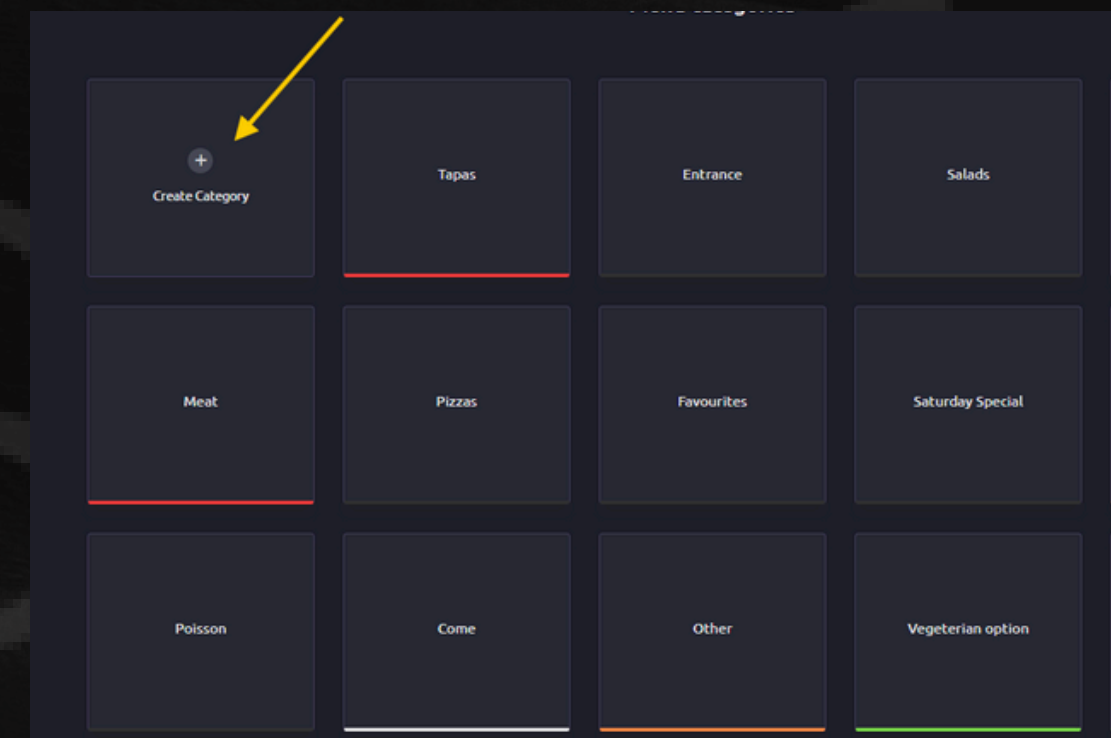
**Always benefit from the latest technological advancements.**

## 360 PANEL RELIABILITY

**One single point of contact for all your needs.**

Software, hardware, telecom, and Wi-Fi unified in one integrated ecosystem

**Less complexity, more fluidity—optimized operations at all times**







SHARE IT!

## Referral & loyalty program

### SUCCESS STORIES & VISIBILITÉ | TOGETHER, WE SHOWCASE YOUR SUCCESS

- Real case studies, video testimonials, and PR/media features
- Clients highlighted in our official communications

### STRATEGIC PARTNERSHIPS

**Powerful alliances to strengthen credibility and performance.**

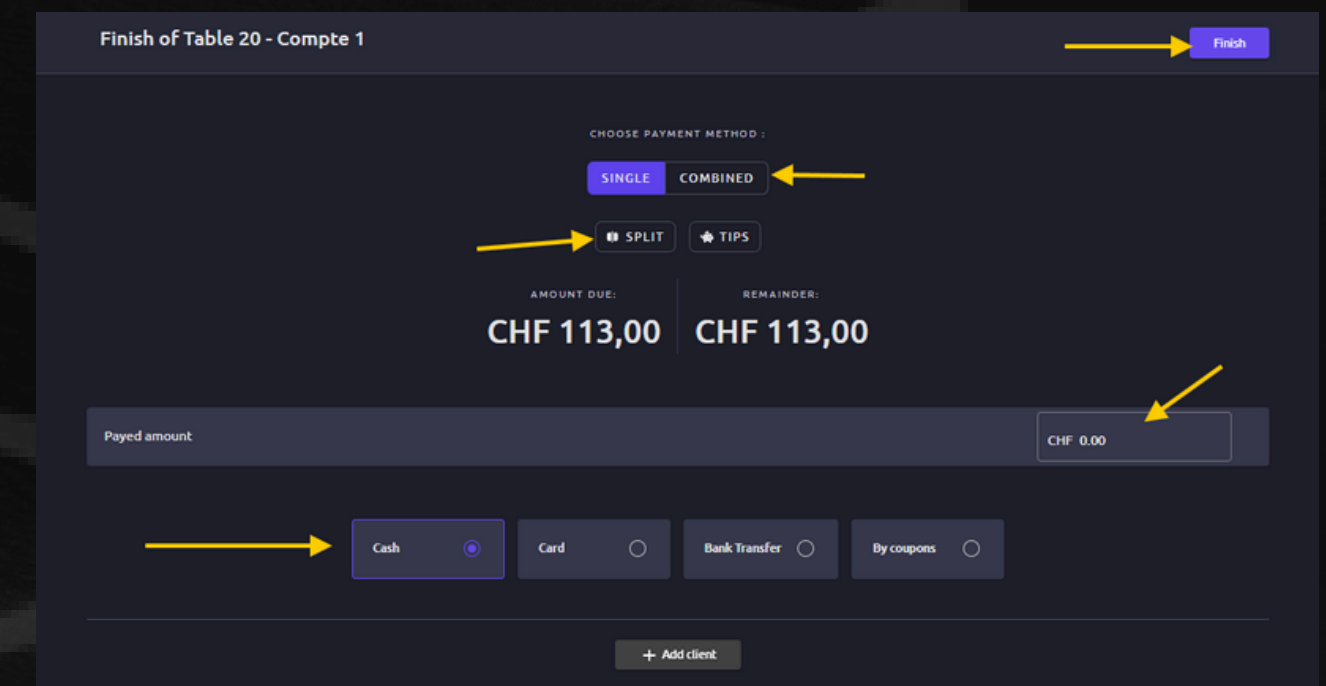
- Collaborations with leading players like NEXI (secure payments) and top-tier POS hardware providers;
- Ensuring reliability, innovation, and operational excellence..

### WHAT IS THE AMBASSADOR PROGRAM?

**An exclusive initiative to reward and recognize our most engaged customers.**

- Share your experience—we amplify your impact.

**Join a vibrant, connected, and collaborative community.**







SHARE IT!

## Referral & loyalty program

### WHAT IS THE AMBASSADOR PROGRAM?

- A Community-Driven Approach to Boost Adoption, Trust, and Growth
- Attractive rewards for every referral.
- Increased visibility within the Hype Software community.
- Long-lasting relationships built on loyalty and recognition.
- A dynamic network of Hype ambassadors across Switzerland and internationally.

### REWARDS & COMMISSIONS

#### Referral Types & Commission Rates

##### 1. Direct Referral – 7%

You earn 7% of the net revenue (excluding VAT) billed and paid to Hype Software by each client you directly refer.

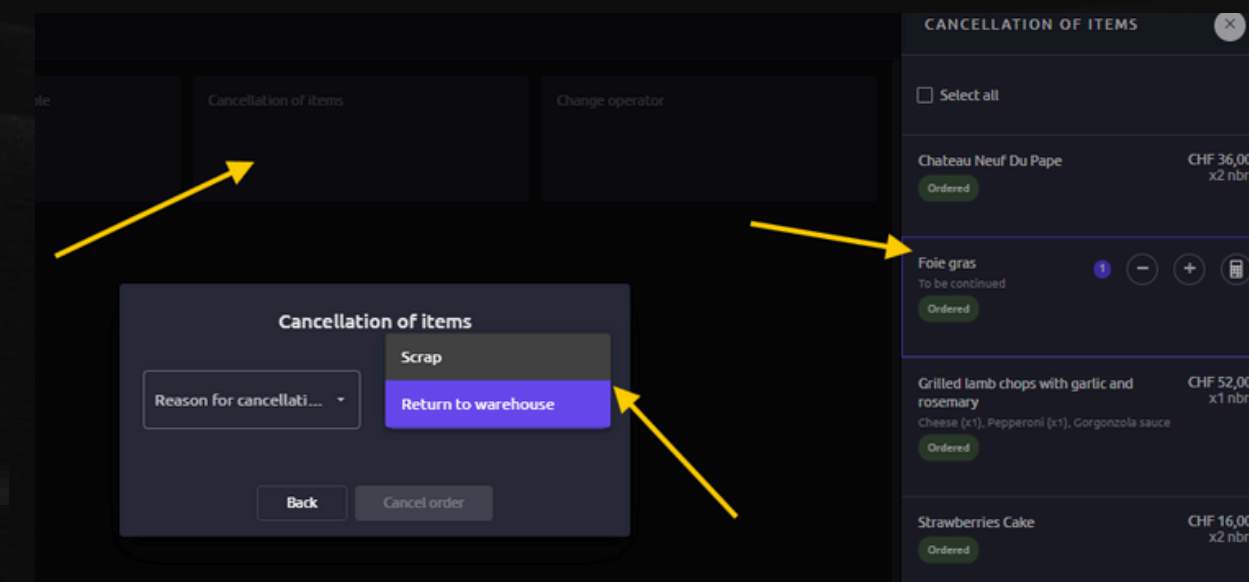
##### 2. Indirect Referral – 3%

You receive 3% of the net revenue (excluding VAT) generated by clients acquired through your direct referrals.

##### 3. Multi-Site Bonus – 7%

If a referred client operates multiple establishments, you receive 7% on each additional site, in addition to the initial one.

**This model ensures fair, recurring, and scalable commissions, aligned with the growth of your network.**







SHARE IT!

## Referral & loyalty program

WE REWARD CUSTOMERS WHO SHARE THEIR SATISFACTION.

- Exclusive rewards for every new client you refer to Hype Software.
- A true virtuous circle: the more you recommend, the more you earn.

### IN SUMMARY

**Become a Hype Soft Ambassador and enjoy a win-win partnership:**

- 🏆 7% on direct referrals
- 🔗 3% on indirect referrals
- 📁 7% on every additional site
- 🎉 Exclusive access to the Hype community & events
- 📁 Opportunity for recurring income and brand visibility

### AMPLIFIED WORD-OF-MOUTH

**We turn satisfaction into reputation.**

- Client reviews and testimonials featured across our official channels
- Social media campaigns spotlighting inspiring users

**Your success becomes our best advertisement.**

### BUILDING AN ENGAGED COMMUNITY

**Your satisfaction creates value. Your voice grows our brand.**

**We bring Hype users together around a shared vision:**

- Exclusive user events, webinars, and workshops
- Collaborative feedback loops to co-create tomorrow's features

**A vibrant, connected, and collaborative community.**



# Advantages

Simple. Transparent. Customer-Centric.

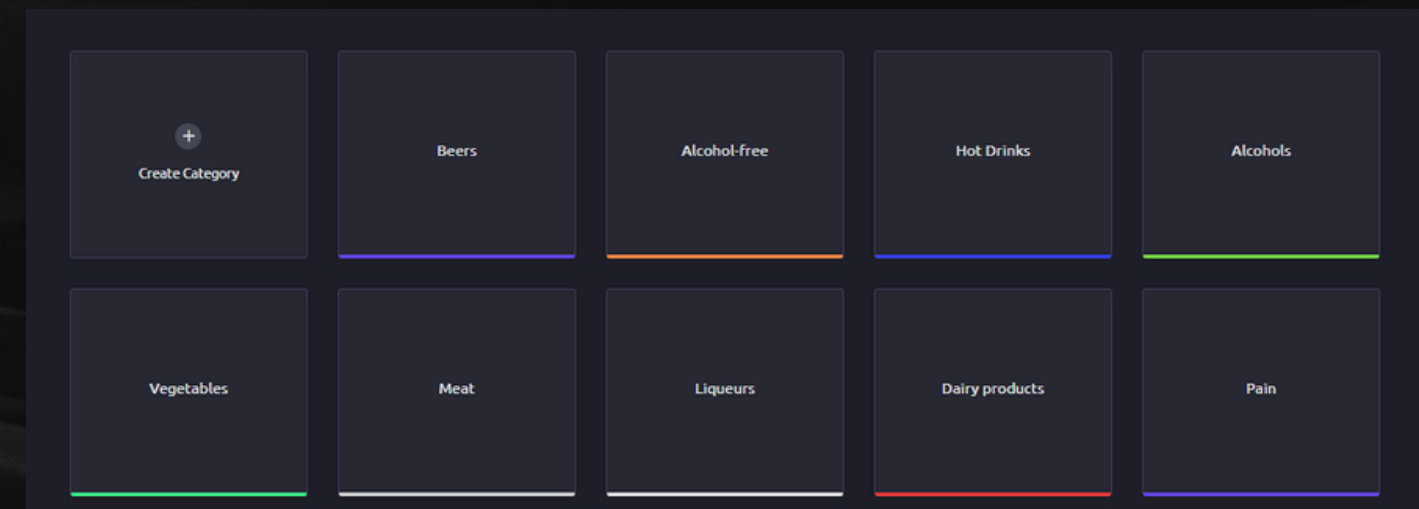
## WHAT WE PROVIDE:

- Access to, use of, and support for our proprietary software (“Software”)
- Option to purchase additional hardware: POS terminals, cash drawers, tablets, smartphones, and other equipment

## PURPOSE OF THE AGREEMENT

This contract defines the rights and obligations of both parties regarding:

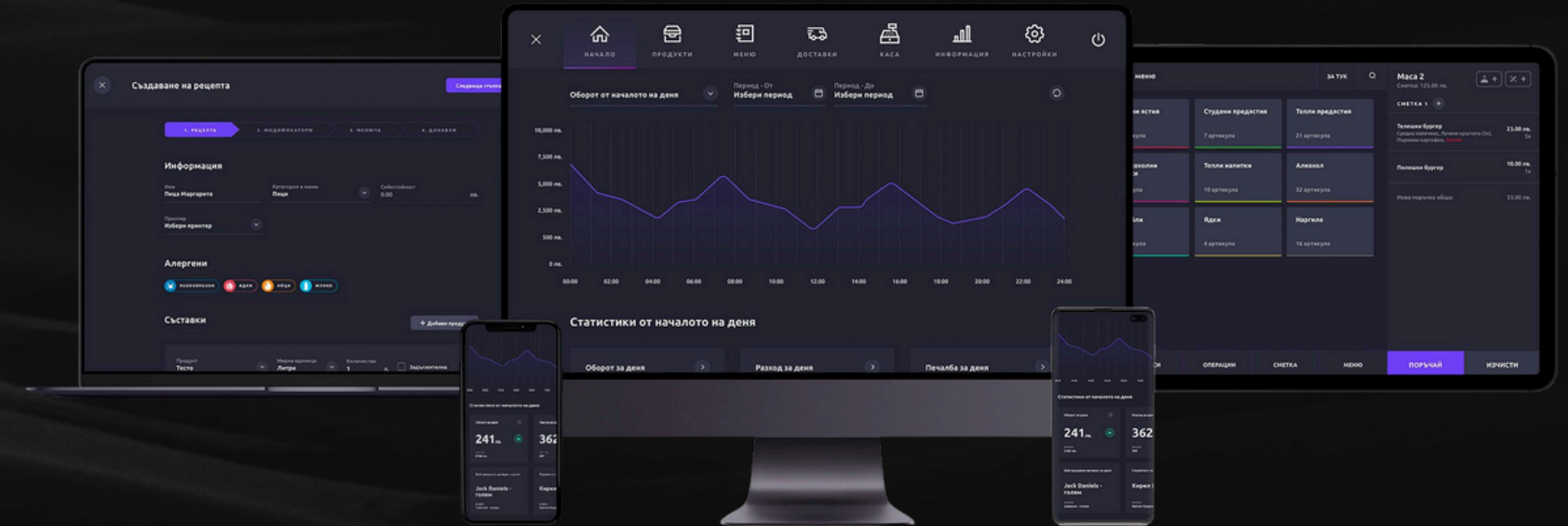
- Software subscription
- Promotional offers for new customers
- Hardware purchase/sale terms
- Billing, duration, and termination
- Support, data protection, and liability provisions





# Advantages


Simple. Transparent. Customer-Centric.



## PROMOTIONAL OFFER FOR NEW CUSTOMERS

Every new client benefits from:

- **Month 1** → Free (no fees)
- **Month 2** → **37,5%** discount
- **Month 3** → **37,5%** discount
- **From Month 4 onward** → Full price applies

 Offer is personal, non-transferable, and limited to one subscription per customer. If cancelled before Month 3, future discounts are forfeited.

## HARDWARE – PAYMENT TERMS

Additional hardware is available for purchase.

### Plans de versements flexibles :

- 12 months → +3 à 5% fee
- 24 months → +5 à 7% fee
- 36 months → +7 à 9% fee

The payment plan is agreed upon at the time of contract signing and must be adhered to.

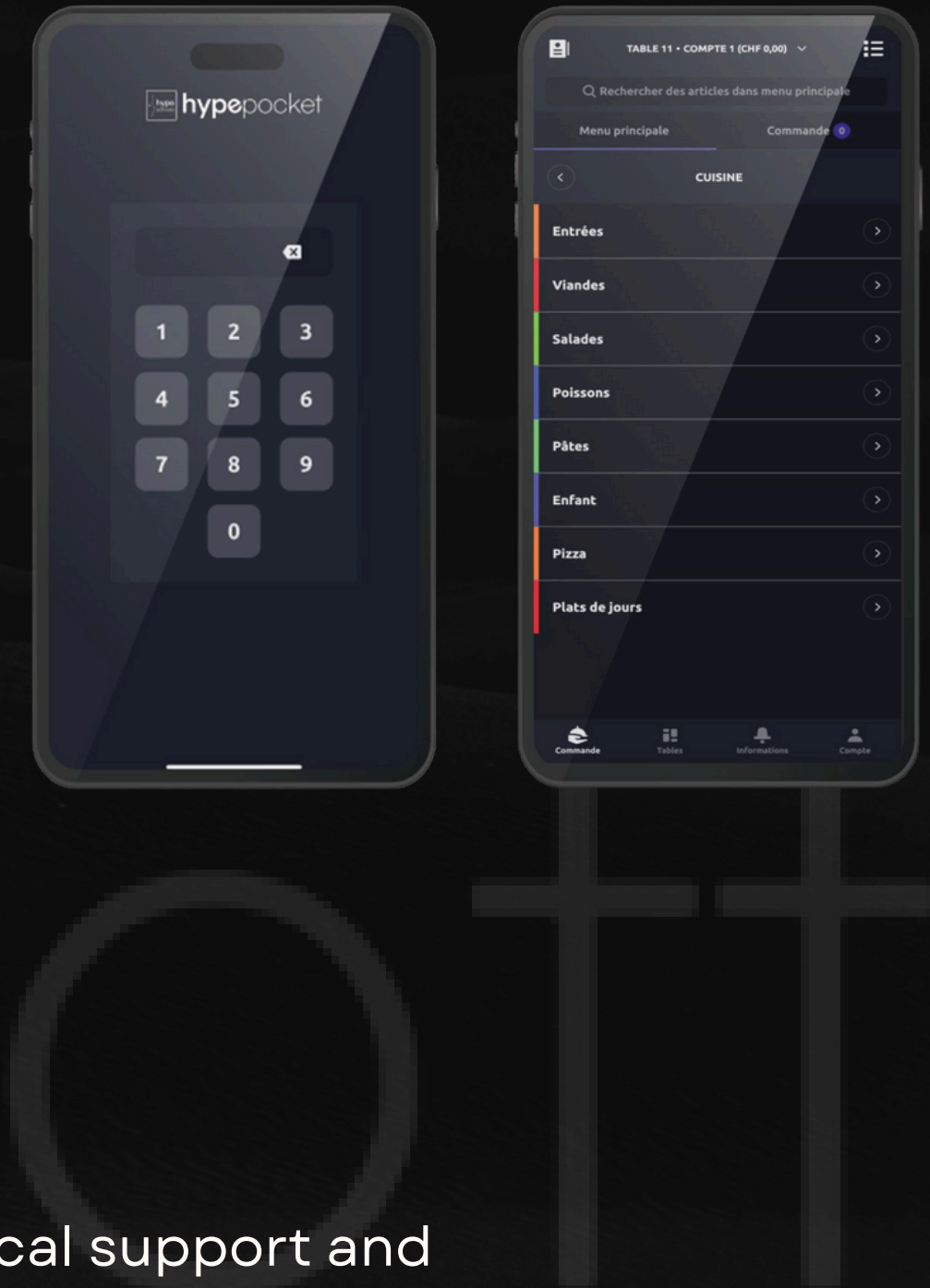


# Advantages

Simple. Transparent. Customer-Centric.

## Customers benefits:

- **Transparent contracts:** Clear terms vs. third-party solutions.
- **Risk protection:** Legal warranties under Swiss law.
- **Flexibility:** Installment payment options for hardware.
- **Promotions:** Attractive onboarding offers for new clients.
- **Reliability:** Integrated software + hardware ecosystem backed by technical support and guarantees.







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## CONCLUSION

LET'S HYPE IT!

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