

Experience the Future of Commerce

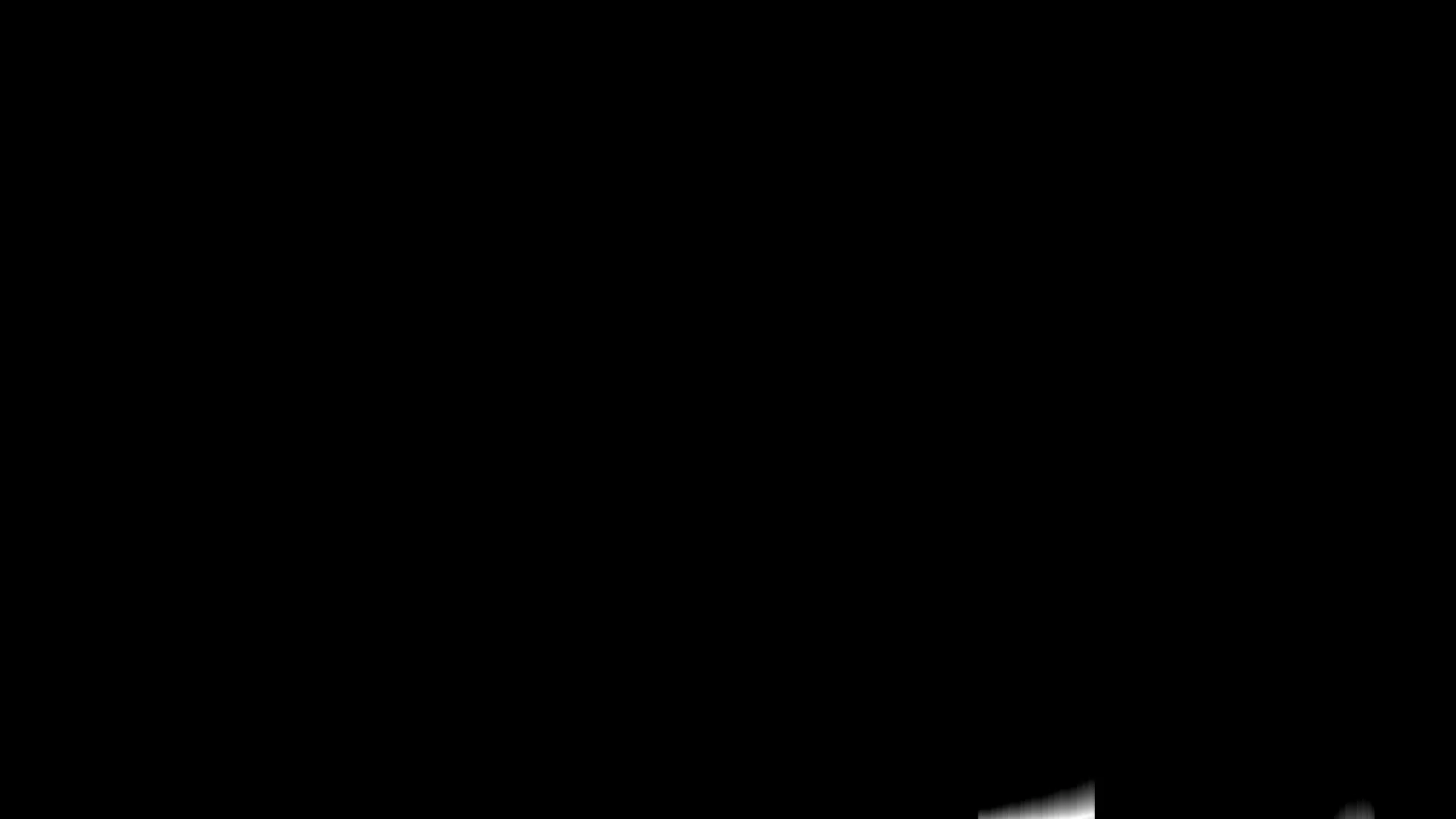
January 28, 2025

SHIFT 4





**Rohan
Mani**
VP, Strategy



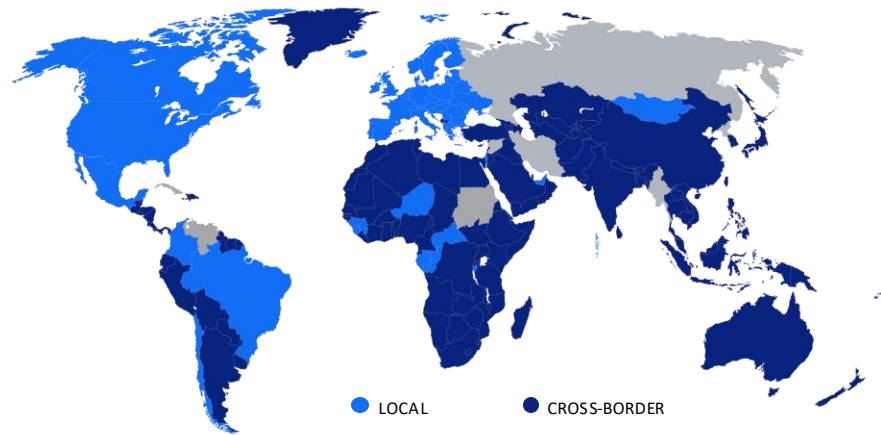
SHIFT ④

Delivering the Future of Commerce

FOUR
LISTED
NYSE

Shift4 (NYSE: FOUR) is boldly redefining commerce by simplifying complex payments ecosystems across the world. As the leader in commerce-enabling technology, Shift4 powers billions of transactions annually for hundreds of thousands of businesses in virtually every industry.

Where We Operate



25+

YEARS IN BUSINESS

\$260 Billion+

PROCESSED ANNUALLY

200,000+

CUSTOMERS

500+

TECH INTEGRATIONS

45+

COUNTRIES

5 Billion+

ANNUAL TRANSACTIONS

100+

APMs

160+

CURRENCIES

We Know Payments. Everywhere.

Shift4 has a Dominant Presence in Multiple Major Industries Across North America



33%
of Restaurants*



40%
of Hotels*



75%
of Major League Venues*

We Power the Most Recognizable Brands in the World

FOOD & BEVERAGE



HOSPITALITY



RETAIL



ECOMMERCE



CASINOS & ONLINE GAMING



SPORTS & ENTERTAINMENT



NON-PROFIT





Supercharge Your Restaurant



Transform your operations — from front-of-house to back-of-house and everything in between — with the latest point-of-sale, mobile, and contactless technology.



Flawless First Impressions

Online ordering | Reservations & waitlist | Website Builder



Exceptional Dining Experiences

Mobile ordering | Mobile payments | QR code solutions



Keep Customers Coming Back

Marketing tools | Loyalty program | Social media management



Management Tools to Give You a Competitive Edge

Reporting & analytics | Online reputation tools | InCharge mobile app

More Than Just a POS System



SkyTab is an all-in-one restaurant platform that will help you manage every aspect of your business.



SKYTAB POS

Your restaurant's command center has a sleek design and flawless performance.



SKYTAB MOBILE

A handheld terminal to take orders and accept payment from anywhere.



SKYTAB GLASS

A purpose-built tablet optimized for efficient tableside ordering.



KITCHEN DISPLAY SYSTEM

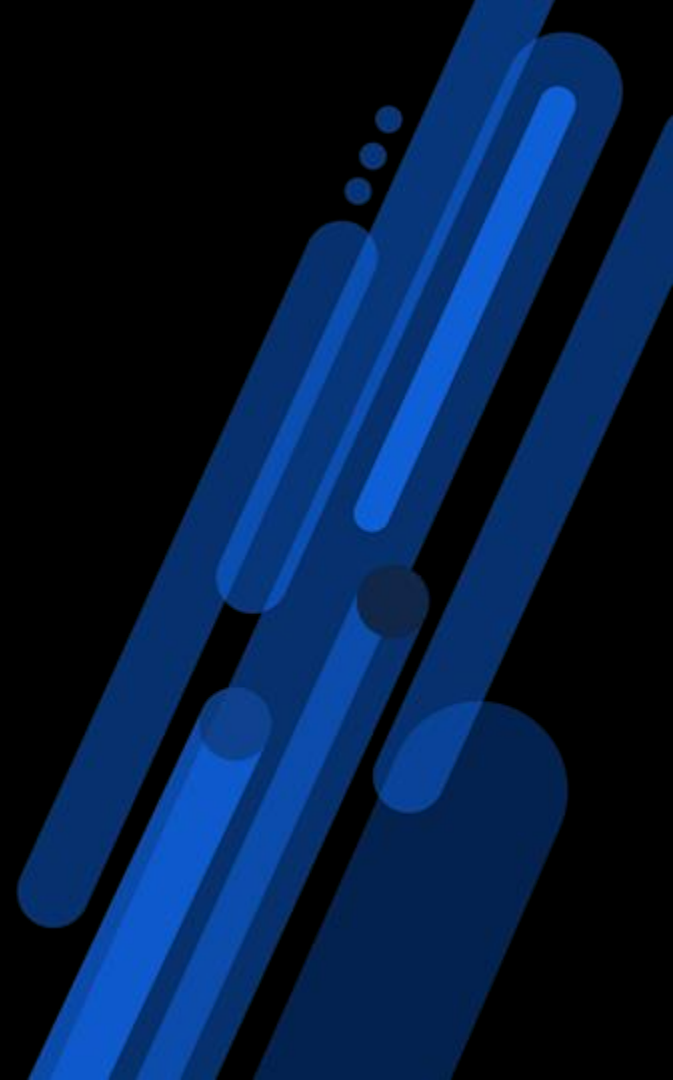
Connect your front-of-house and back-of-house operation for maximum speed and efficiency.



CUSTOMER DISPLAY

Forward-facing touchscreen to engage guests, improve order accuracy, and increase tips.

Shift4 x Lehigh Valley



Headquartered in the Lehigh Valley

Shift4 is proud to be based in the Lehigh Valley, with 400+ employees between two offices.

In 2023, we expanded our operations to our new headquarters in Center Valley, while maintaining a secondary location in Allentown.



Powering Major Local Businesses



ArtsQuest
Bethlehem, PA

Support the renowned cultural center, including events at SteelStacks, such as Musikfest



PPL Center
Allentown, PA

Integrated payment systems enhance fan experience at this multi-use arena, home to the Lehigh Valley Phantoms



Sports & Social
Allentown, PA

Provide solutions for premium dining and entertainment spaces like Sports and Social, aligning with dynamic customer needs.

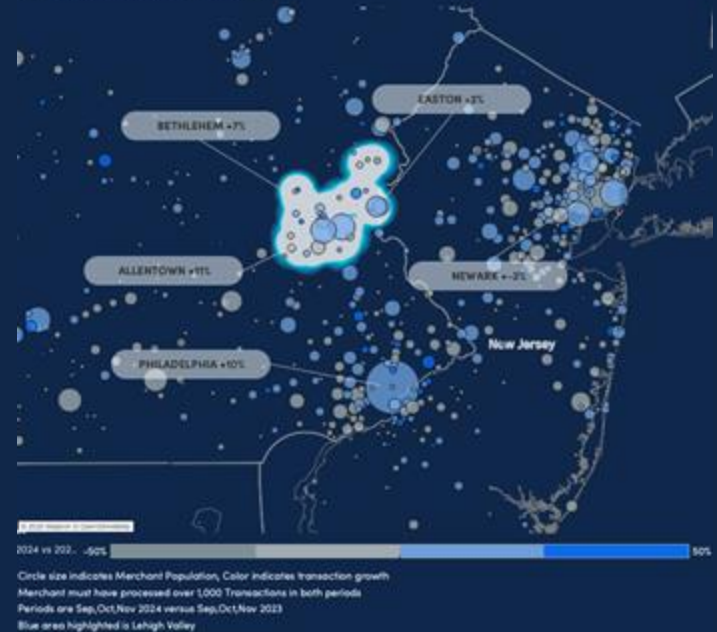
Plus, Shift4 actively supports dozens of independent and franchise restaurants within the Lehigh Valley, emphasizing streamlined operations and competitive pricing.



Why the Lehigh Valley?

- The region is a vibrant economic hub benefiting from proximity to NYC and Philadelphia, diverse talent, and affordability. These factors attract businesses, such as Shift4.
- The region has outpaced other nearby metropolitan areas in economic recovery post-COVID, driven by sectors such as logistics, manufacturing, and hospitality.

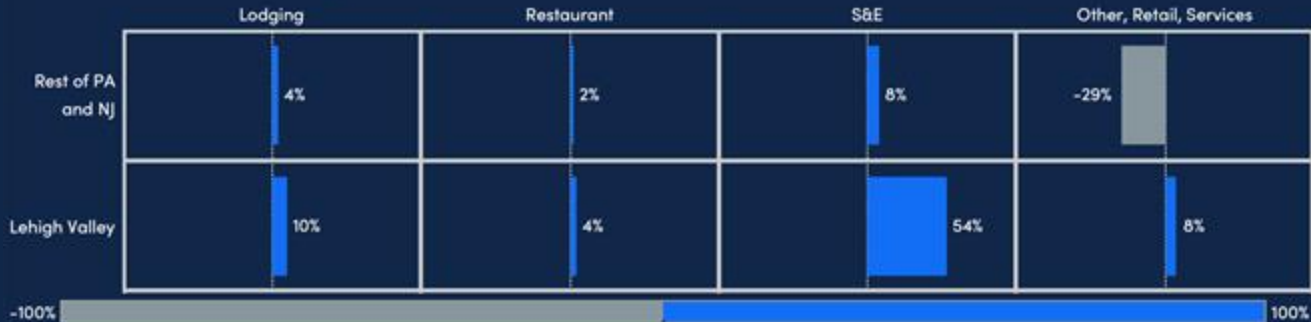
Transaction Growth YoY by City



State of the Lehigh Valley

- **Strong Performers:** Hospitality and entertainment venues show resilience, driven by events and consistent customer traffic.
- **Challenging Areas:** Small-scale retail and older hospitality venues face stiffer competition.
- **Comparison to Neighboring Areas:** The Lehigh Valley's business growth and revitalization efforts have been more robust compared to regions like Central PA or parts of New Jersey.

Transaction count change



Periods are Sep,Oct,Nov 2024 versus Sep,Oct,Nov 2023

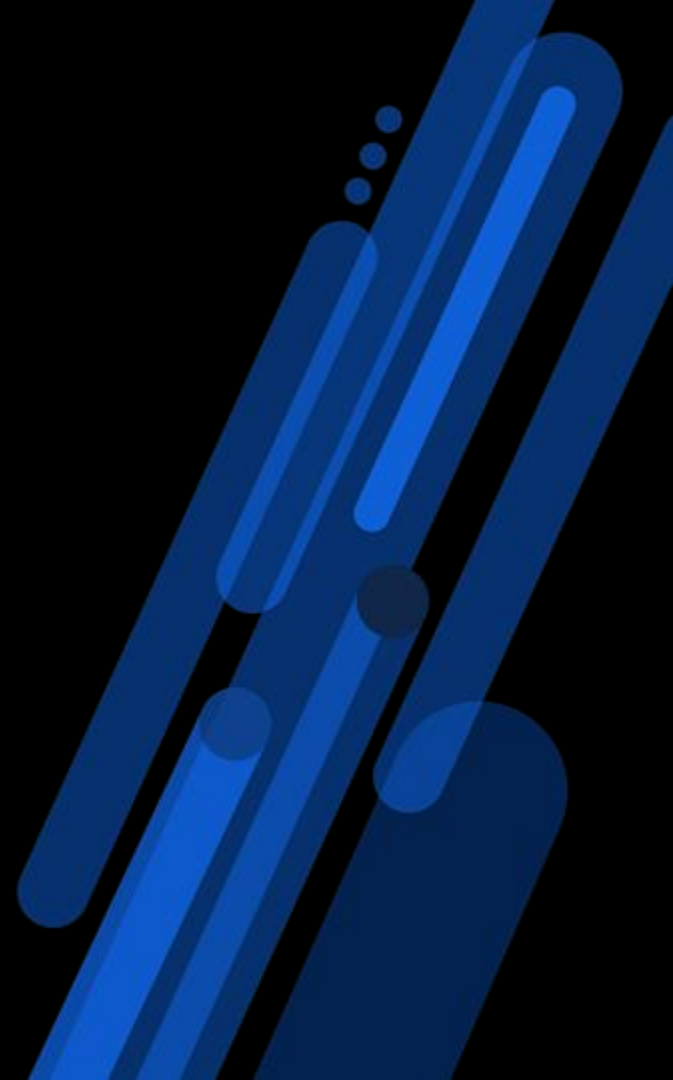
Merchant must have processed over 1,000 Transactions in both periods

Key Takeaways

- Shift4 is a proud member of the Lehigh Valley economy, supporting dozens of businesses with affordable, state-of-the-art payment solutions.
- The hospitality and F&B industries remain vital to regional economic performance, bolstered by consumer demand and tourism/attractors such as seasonal industries.
- The Lehigh Valley's strategic location and community investments position it competitively among neighboring metropolitan regions, fostering sustained growth and innovation.



Questions?



SHIFT **4**[™] | **FOUR**
LISTED
NYSE

SHIFT4.COM