OVERVIEW

/ CONSUMERS
/ TECHNOLOGY
/ EXECUTION.
REIMAGINING DRIVE-IN + DRIVE-THRU.
The transformation of commerce.

- 91% Retail sales still in brick and mortar locations.
- 79% Retailers investing in digital technology.
- $94B Estimated Retail tech market by 2022.
- 5.2 connected devices in US households today.
- 98% Consumers move between connected devices daily.
The dawn of the voice age.

120 Million
Smart speakers in the US today.

74.2 Million
Americans use smart speakers monthly.

62%
Speaker owners have bought items via voice commerce.

$40 Billion
Estimated voice shopping by 2022.

7.9%
Voice shopping for food and drink today.
<table>
<thead>
<tr>
<th>Volume of available data is increasing exponentially.</th>
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<tbody>
<tr>
<td>Transforming diverse data sources into actionable insights.</td>
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<tr>
<td>Increased demand for personalized experiences.</td>
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<tr>
<td>Rise of artificial intelligence and machine learning.</td>
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</table>

**Turning ‘big’ data into real value.**
OVERVIEW

// CONSUMERS
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THE LAST TIME YOU TRAVELED.
YOU SEE EVIDENCE EVERYDAY.

**Ticketing at Airports**

**Check-Out at Grocery Stores**

**Paying at Gas Stations**
P.O.S. IS BECOMING SMARTER.
SELF-SERVICE MARKET WILL BE $16B BY 2025*

TODAY
- Grocery Self-Checkout
- Airport Check-in
- Gas-Station Payment

TOMORROW
- Bank Virtual Loan Officers
- Retail Endless Aisles
- Hospital Registration
- Campus Wayfinding
- Hotel Guest Check-in
- Food Ordering
ZERO.
A HIGHER
S.T.A.R. RATIO
MY FAVORITE: THE OPT-OUT COOKIE
OVERVIEW

/ CONSUMERS
/ TECHNOLOGY
/ EXECUTION
Redefining the QSR Experience
THRU-PUT
PARALLEL VOICE ORDERING
Ok, Sonic!
ACCURACY

ACCENTS & LANGUAGES = NO PROB
It's pretty hot out. Would you like to add a Slush?
A.O.V.
AI-POWERED UP-SELLING
MARGIN

INTELLIGENT CROSS-SELLING
Speed up your next order. Download the Sonic Drive-In app.
LOYALTY
THE MORE LOYAL, THE FASTER, AND THE MORE FUN.
ANALYTICS

LONGITUDINAL INSIGHT, ANONYMOUS + AGGREGATED
No menu should ever be the same.
TO LEARN MORE:

BOOTH #6273

(SHAMELESS PLUG)
THE FUTURE OF DRIVE-THROUGH IS TODAY.