

# Core Values

iCASH

## Innovation

Innovation is our key to building unique value in the marketplace

## Collaboration

Collaboration allows our collective efforts to product exponential results

## Accountability

Only through accountability can we develop an environment that lets us trust each other unconditionally

## Service

We provide exceptional service to our clients and team members

## Happiness

Following iCASH creates happiness for all those around us

## Executive Team

**Joseph Hessling | Founder & Chief Executive Officer**

Joseph.Hessling@365smartshop.com

**Matt Caston | Chief Strategy Officer**

Matt.Caston@365smartshop.com

**Alex Doumani | Chief Technology Officer**

Alex.Doumani@365smartshop.com

## Brief History

**2008** 365 Retail Markets is founded

**2009** Initial Business Plan and market testing for an RFID based self-checkout system begins

**2012** Exceeds 1000+ kiosks in the field. Maintains 99% uptime for kiosks & software

**2013** Launch of Gen3 kiosk. Offers Payroll Deduct Options. Achieved full PA-DSS certification. Moved to accommodate growth. Maintains 99.99% uptime for kiosks & software

## Awards & Honors

**2010** Awarded NAMA OneShow Innovation Award

**2011** Awarded NAMA OneShow Innovation Award

**2013** Nominated for *Michigan 50 Companies to Watch*

**2014** *Michigan 50 Companies to Watch* winning