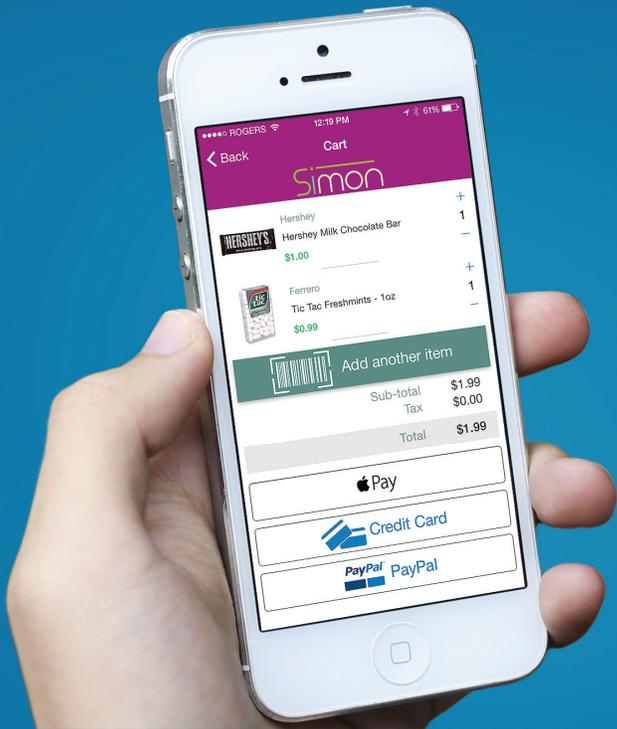


SelfPay[®]

by Digital Retail Apps



Shop in-store;
Pay in-app.



Lines at checkout frustrate shoppers and cost brick and mortar retailers billions in lost sales, lost customers and extra labor.

We help solve this problem.

SelfPay[®] is the convenient mobile self-checkout solution for on-the-go shoppers and fits their busy lifestyles.

Shoppers use SelfPay on their phone to scan items they want to buy, pay for them instantly in-app and skip the checkout line. Scan. Pay. Go! It's that easy.

SelfPay Staff is the mobile customer-engagement tool to help retail staff boost sales and conversion. This app includes access to our patented solution to verify SelfPay self-checkout transactions before shoppers leave the store.

SelfPay integrates with the merchant's POS and payments back end and writes transactions to the POS in real time, posting funds to the merchant's existing merchant account.

BENEFITS

- Increases sales by lifting basket size, loyalty, conversion and store throughput.
- Reduces/smoothes checkout labor.
- Is branded to the retailer and builds awareness.
- Flexes to peaks, is capital efficient and reduces store costs.
- Includes patented loss prevention component.
- Provides for payment security in a PCI Level One compliant environment.
- Offers shoppers a variety of payment methods, at retailer discretion.
- Maintains customer data with retailer's customer and product database.
- Delights shoppers and positions retailer as the hero.



Digital
Retail
Apps[®]

digitalretailapps.com | [@digitalretail](https://twitter.com/digitalretail)

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AWARDS AND VIDEOS

Won 2015 CNP Award: Judges Choice Best Mobile Solution in Orlando, FL.

Won 2013 ACT Canada Payments Innovation Award in Niagara Falls Canada.

SelfPay demo video
<http://bit.ly/1MfjFGb>

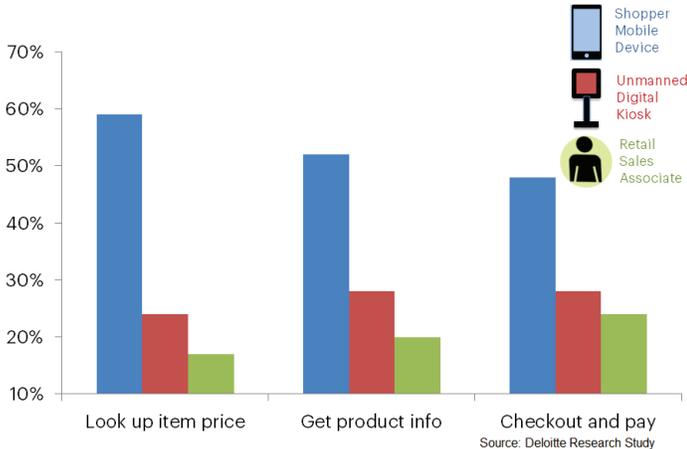
SelfPay marketing video
<http://bit.ly/1wMTZp7>

ORDER A TRIAL KIT

<http://selfpay.myshopify.com>

The Timing is Right

Shoppers overwhelmingly prefer using their own mobile device in-store. SelfPay's fully integrated and seamless platform gives shoppers the freedom not just to browse, but also to buy.



Technology

- Includes our patented purchase verification component helping ensure all items have been purchased before shoppers leave the store.
- Uses iBeacon technology to locate user and to remind nearby shoppers to visit.
- Turnkey implementations available for Vend, Shopify and Beanstream POS systems.
- Custom or middleware (via Informatica) integrations available for enterprise POS systems.
- Integrates securely with the retailer's payment processor via a Digital River payment gateway account. PCI Level 1 compliant.
- Accepts shoppers' in-app payments made by Visa, MasterCard, American Express, Discover, credit card-branded debit cards, Apple Pay and/or PayPal, at retailer's discretion. More coming soon.
- Custom ewallet and payment method integration available, including store branded cards.
- In-app purchases can be synced with the store's POS or accounting system, inventory/ERP system, payment processor and merchant account.

Why SelfPay is Better

SelfPay gets shoppers out of the checkout line AND includes a retailer mobile verification component for loss prevention. No other mobile solution offers BOTH these key components.

SelfPay reminds shoppers to visit a store, offers many payment options, flexes to peaks, and requires no dedicated floor space or major capital equipment.

Our solution is always with the shopper, wherever they may be.

Deployment Packages

Mobile payments present new fast changing opportunities for retailers and make predicting the future difficult. We make decisions easy, low risk and future-proof by providing retailers of all types and sizes with flexible, accessible, and agnostic solutions that are open, affordable and customizable.

SelfPay and SelfPay Staff work with nearly any recent Android or Apple device, payment processor, carrier, payment method, or POS system (integration fees may apply).

Our deployment options:

Inclusion in SelfPay neighborhood shopping app (SaaS fees apply)

This single, multi-retailer solution drives shoppers to participating retailers by listing nearby stores and sending welcome messages as shoppers approach. From the moment a shopper walks in the door, SelfPay opens dynamically to the retailer's branded shopping page and provides ready access to the store's specific items and prices in a consistent, familiar shopping and self-checkout flow.

Customizable, white label app (license)

The licensee of this single-retailer solution can customize the software to their needs or contract with Digital Retail Apps for custom development services.

Embeddable functionality for retailer's own mobile app (license)

SelfPay scan, pay, and patented verify features can be added to a retailer's existing mobile shopping solution.