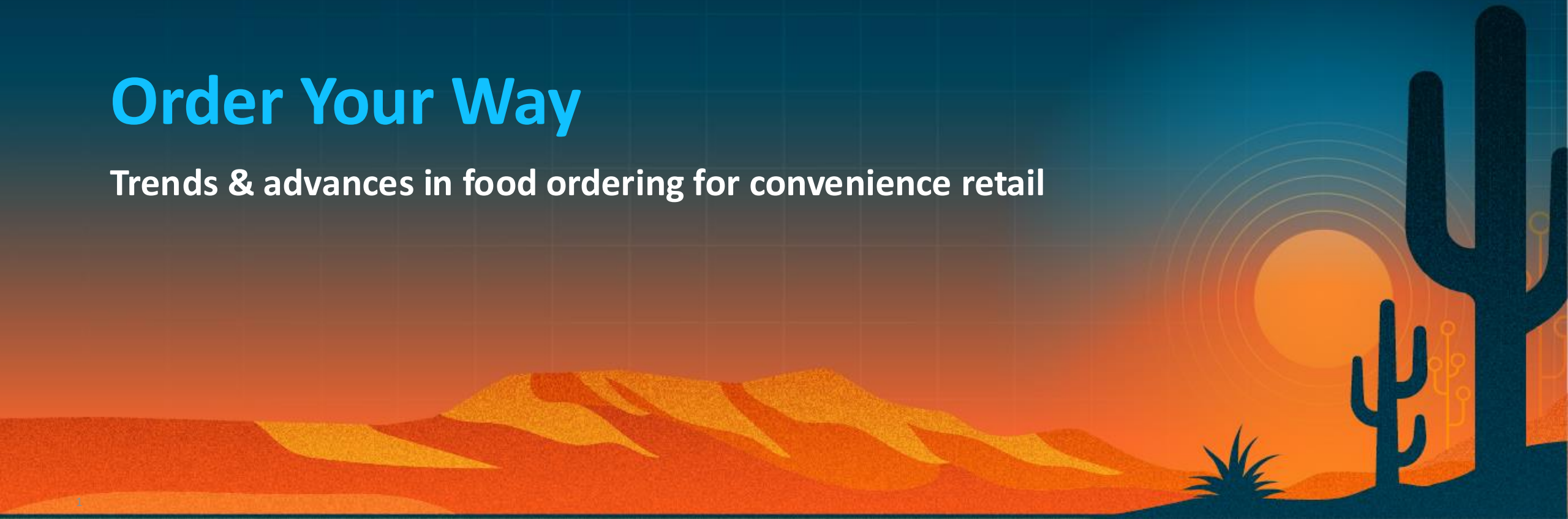


2026 | RETAIL TECHNOLOGY CONFERENCE

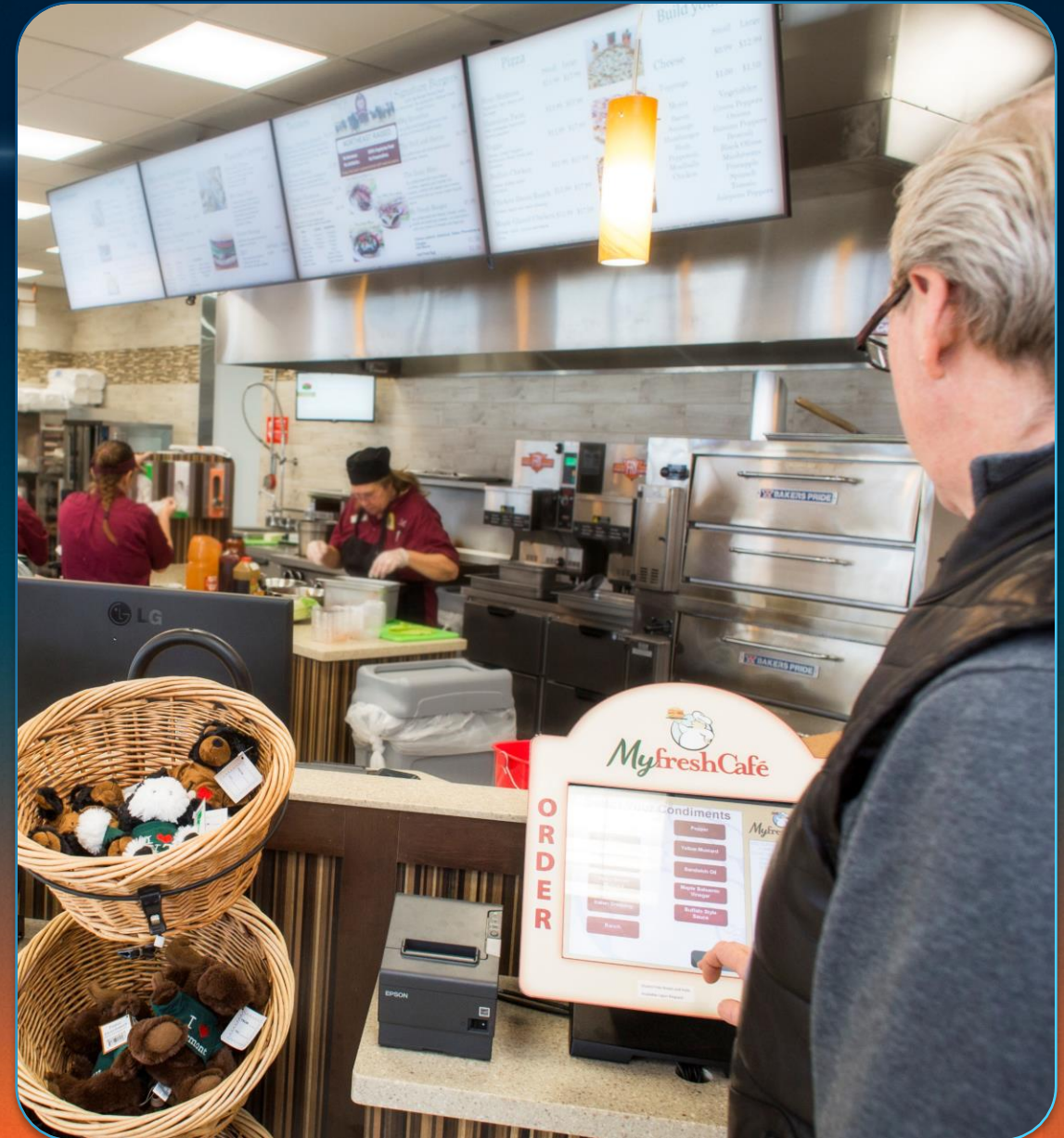
Order Your Way

Trends & advances in food ordering for convenience retail



Today's Talk

- Trends Shaping Food Service Demand
- Market Offerings & Trends in Food Service
- Panel | Retail Reality for Food Service



Order Your Way | The Panel



Betsy Vos Reeves
Sr. Director,
POS Portfolio



Justin Palmer
EVP, Engineering
& Partner



John Nelson
CEO, Founder



Jeff Schafer
Director of Facilities



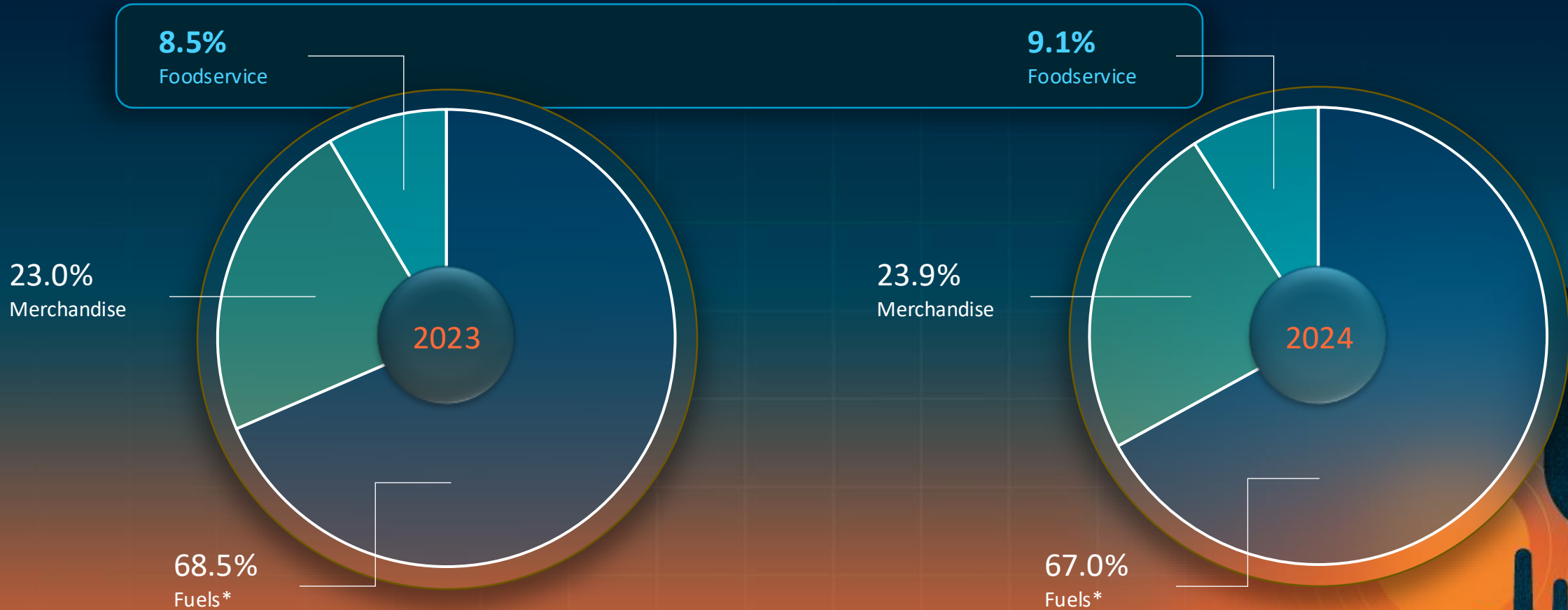
Skip Potter
Director of Technology



Warrenton Oil Co.

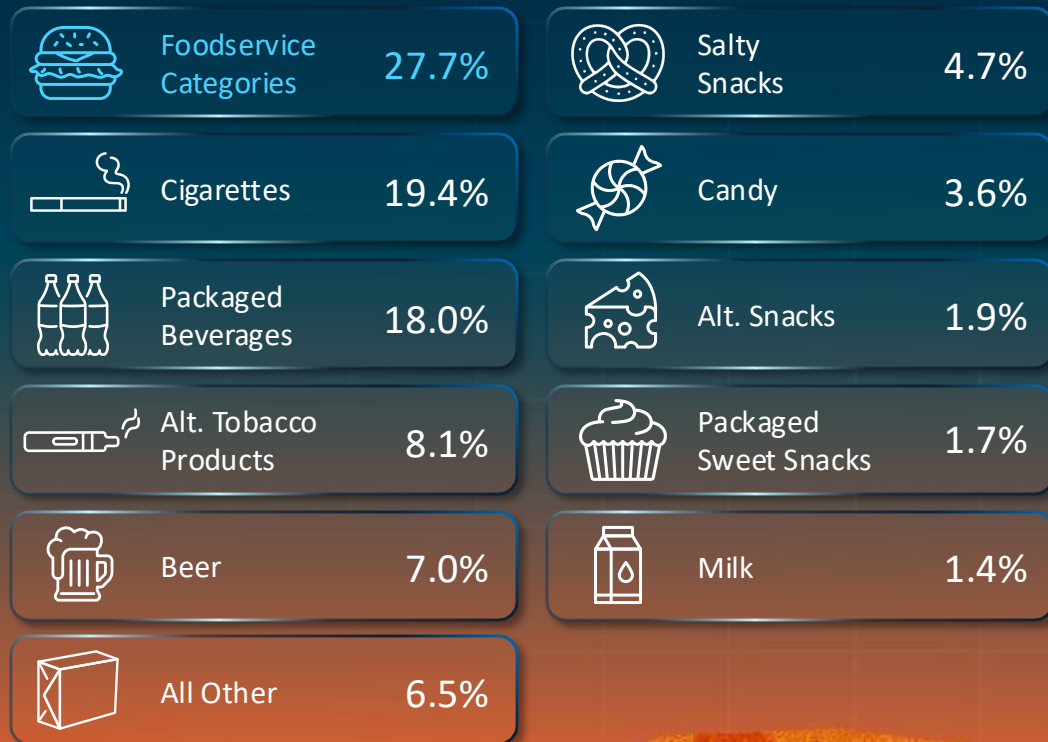


Topline Growth | 7% YOY in Foodservice Contribution



Food Dominates In-store Sales Contribution & Margin

In-Store Sales Contribution

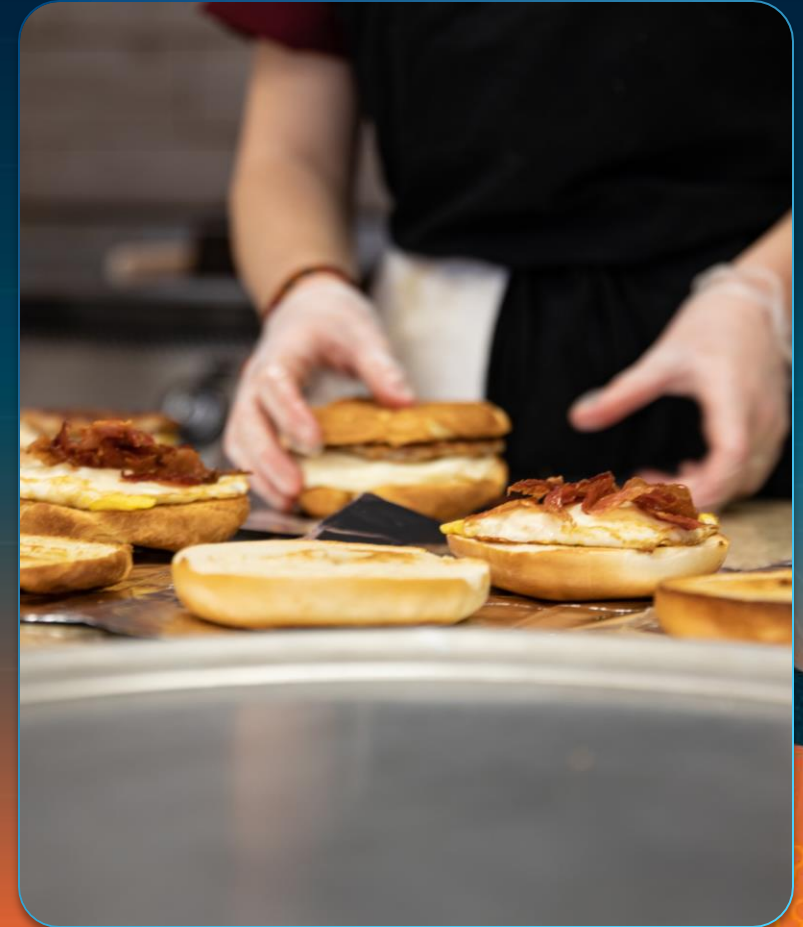
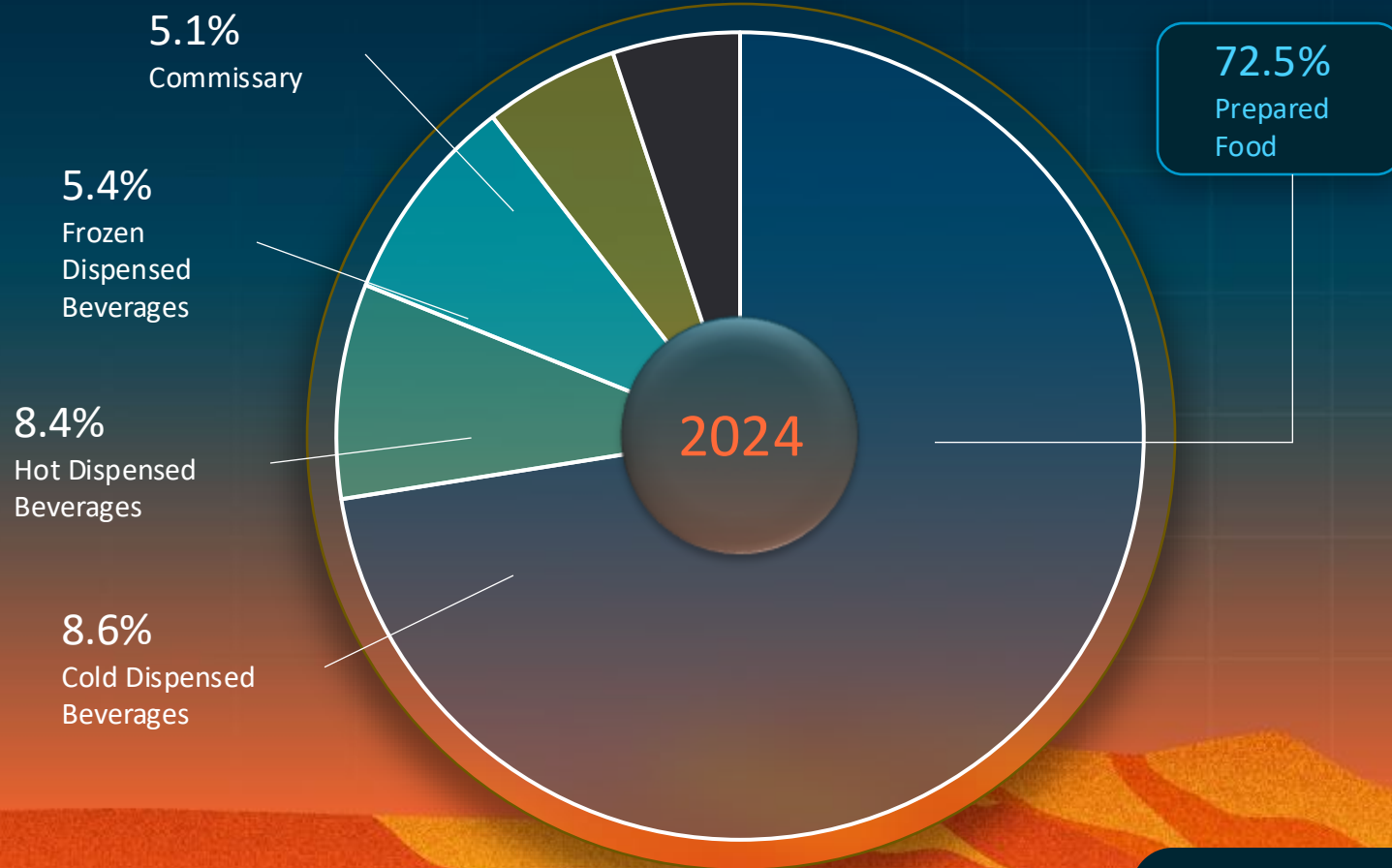


In-Store Gross Margin Contribution



72.5% of Foodservice Sales Contribution Comes From Prepared Foods

Foodservice Sales Contribution – Percent of Sales



Xpedient | Trends

PATTERNS WE'RE SEEING IN MERCHANT ORDERING TODAY

Beverage programs are scaling up — coffees, protein drinks, heavy customization and flavor builders

Build-your-own is everywhere — half-and-half pizzas, multi-component builds with min/max selection rules

Visuals over text — customer-facing menus are going image-rich, not text-heavy

Employee-facing is optimizing for speed — top items front-and-center; multi-grid screens collapse a build into a single tap-set

Drive-thru integration — tied directly into the Passport® POS — same menu engine, same data

Order at the pump as a repeat-driving channel — merchants are treating it as foodservice acquisition, not a feature demo

CONTENT GALLERY — EXAMPLES FROM MERCHANT MENUS



Xpedient | Product Highlights

Designed for your brand — not from a template

Complete design freedom — designed once, deployed everywhere



CONFIGURED FOR YOUR BRAND

DELIVERS TO

Customer-Facing Kiosk

Passport POS

Express Lane

Order @ Pump

Native Passport POS Integration

17
YEARS

co-developed Passport integration

One payment for fuel + order at the pump

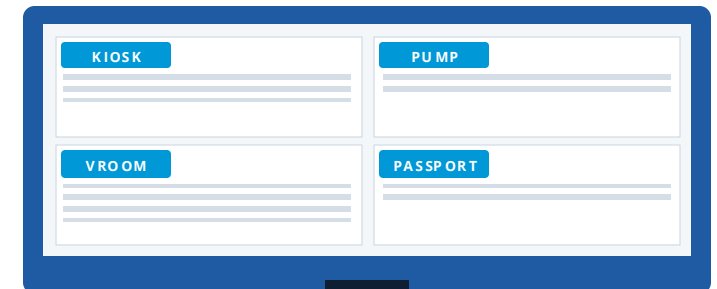
No Transaction Fees

0%
PER-ORDER FEES

flat annual licensing — predictable cost

Merchant keeps the margin on every order

One Fulfillment View







Every order, every channel — source-tagged

Xpedient | How It All Connects

Every interaction point flows through one cloud, one fulfillment view

NATIVE INVENCO INTERACTION POINTS

-  **Customer-Facing Kiosk**
-  **Order at the Pump**
-  **Passport POS**
-  **Express Lane**



Xpedient Cloud
*the glue between
above-site and on-site*
BUILT ON AWS



Express Ordering Host (on-prem)



Order Fulfillment Station (OFS)

ABOVE-SITE PARTNERS

-  **paytronix**
an access company
- 
- 
- + MORE COMING SOON**

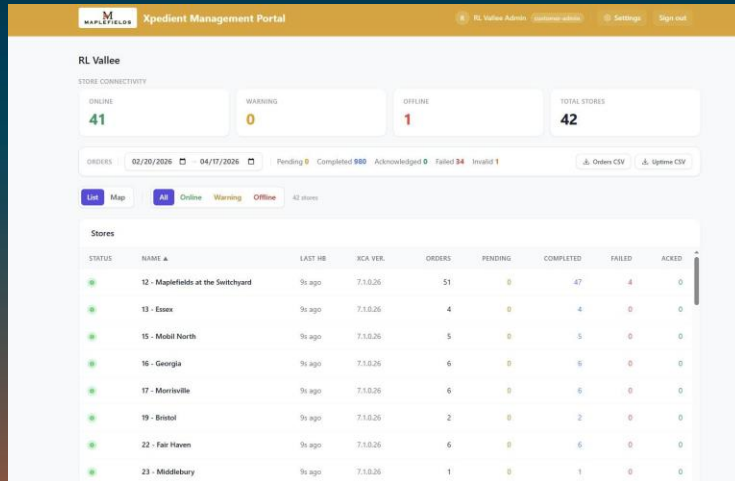
Xpedient | Roadmap

Visibility for merchants, AI for menu design

MP

Q3 FY26

Xpedient Management Portal

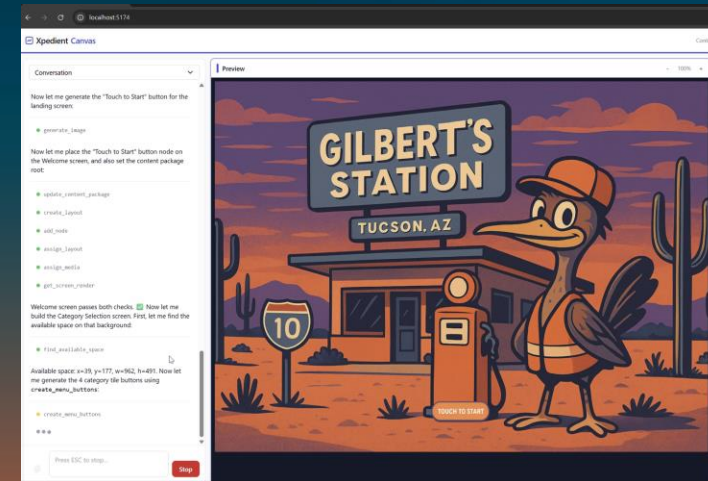


- Store health at a glance – online / warning / offline status
- Order tracking from every source
- Order volume trends, popular items, per-store stats
- Branded merchant portal – scoped, role-based access; cloud-hosted, no VPN

AI

In Development

Xpedient Canvas | Conversational Menu Design



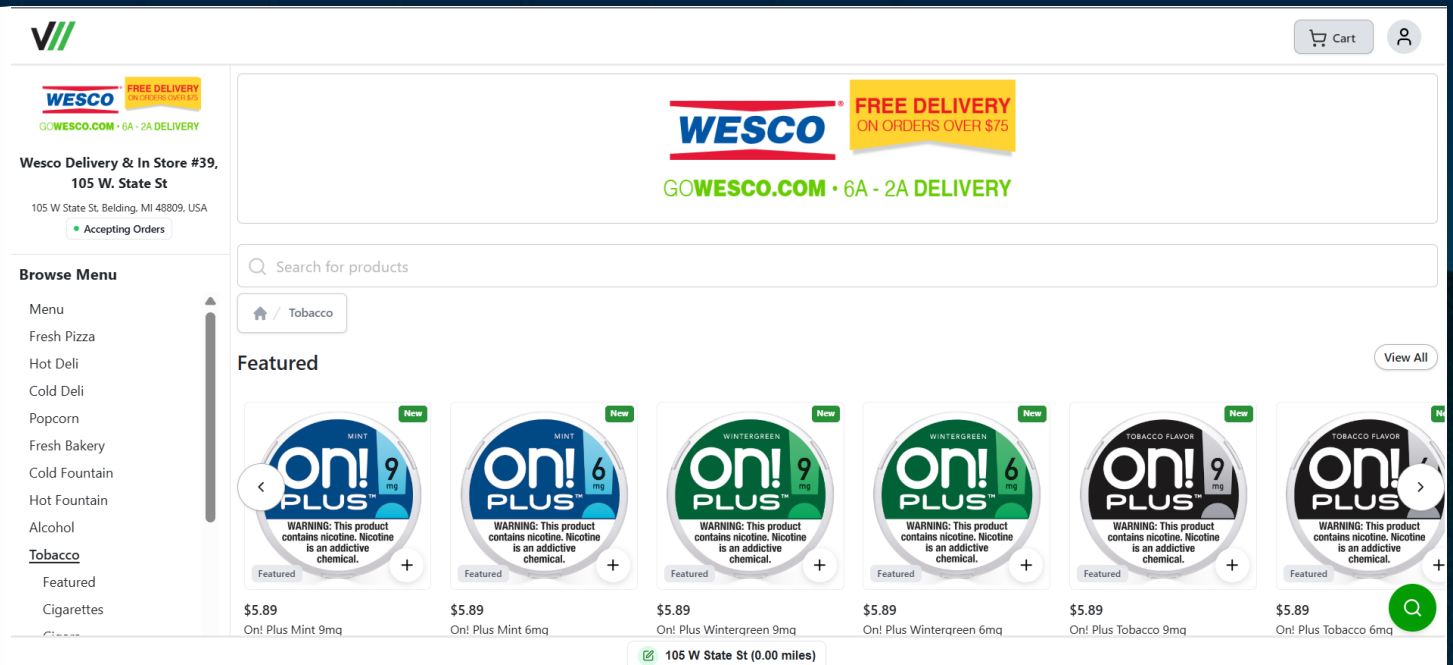
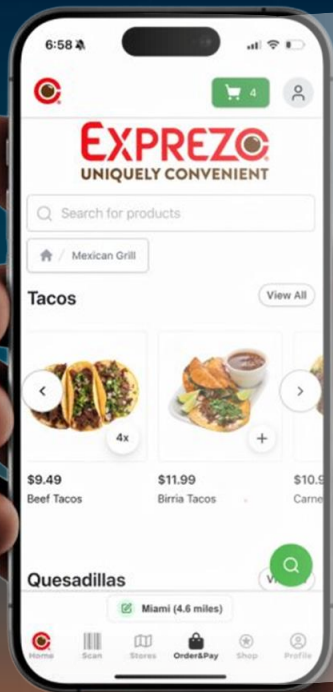
FOR MERCHANTS ALREADY RUNNING MTO

Menu design from weeks to hours — LTOs, seasonals, regionals, dayparts, all conversational

FOR MERCHANTS WITHOUT A KITCHEN

Each store's sales data generates a store-specific menu, surfaced on the pump screen for every fueling customer

Vroom | Solution Overview



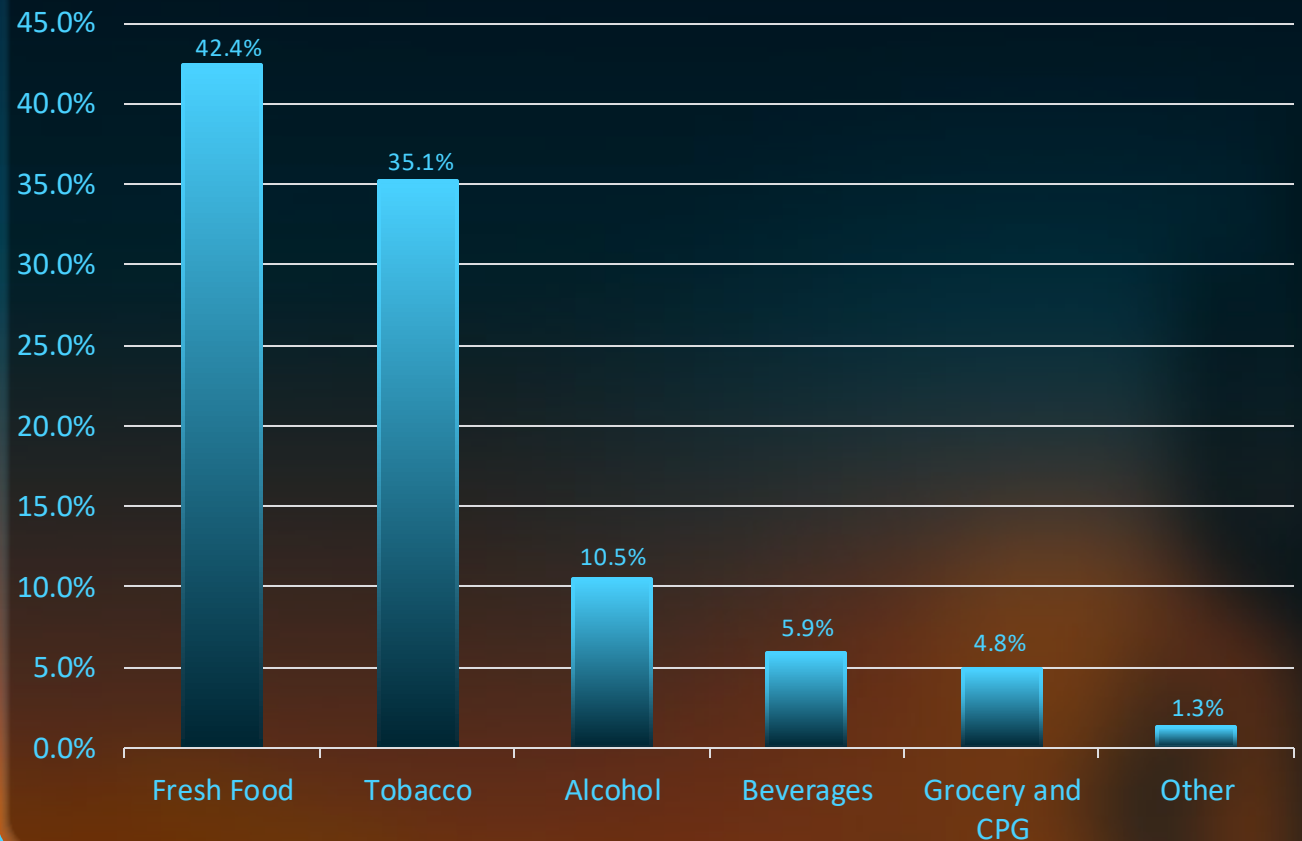
First Party Delivery & Why It Matters

First Party Delivery - delivery through your own app and website that utilizes 3rd party fulfilment

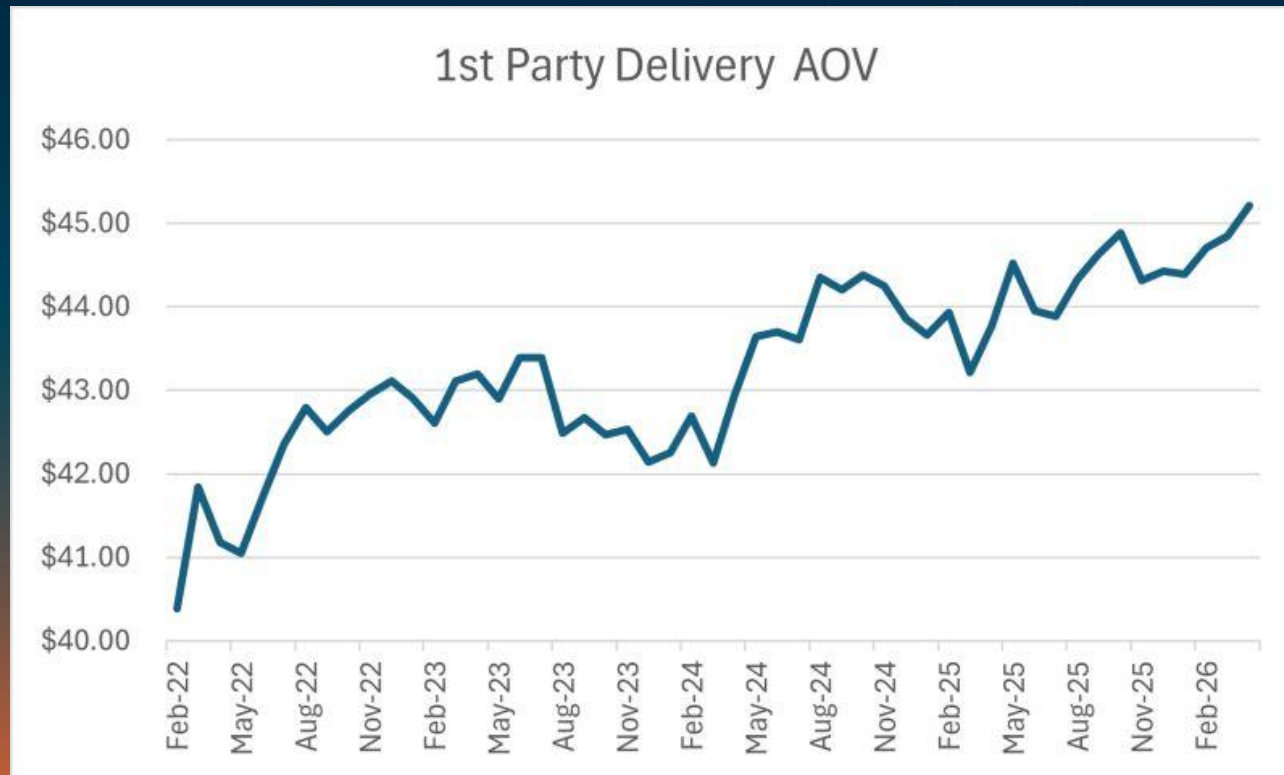
Benefits

- Large Average Order Value (AOV) – Across Vroom average transaction size is \$45
- Lower costs – Allow same pricing online as in-store, including pricebook and loyalty promotions
- Retail Media Enablement – earn additional revenue
- Can sell all tobacco categories (*where legal*)
- Your Customer, Not Uber's – data, retargeting, promotions

Percent of Sales by Value



Vroom Optimizations of First Party Drive Larger Baskets



Improved UX/UI design leading to higher conversions and basket size

Improved upsells across multiple segments of the funnel

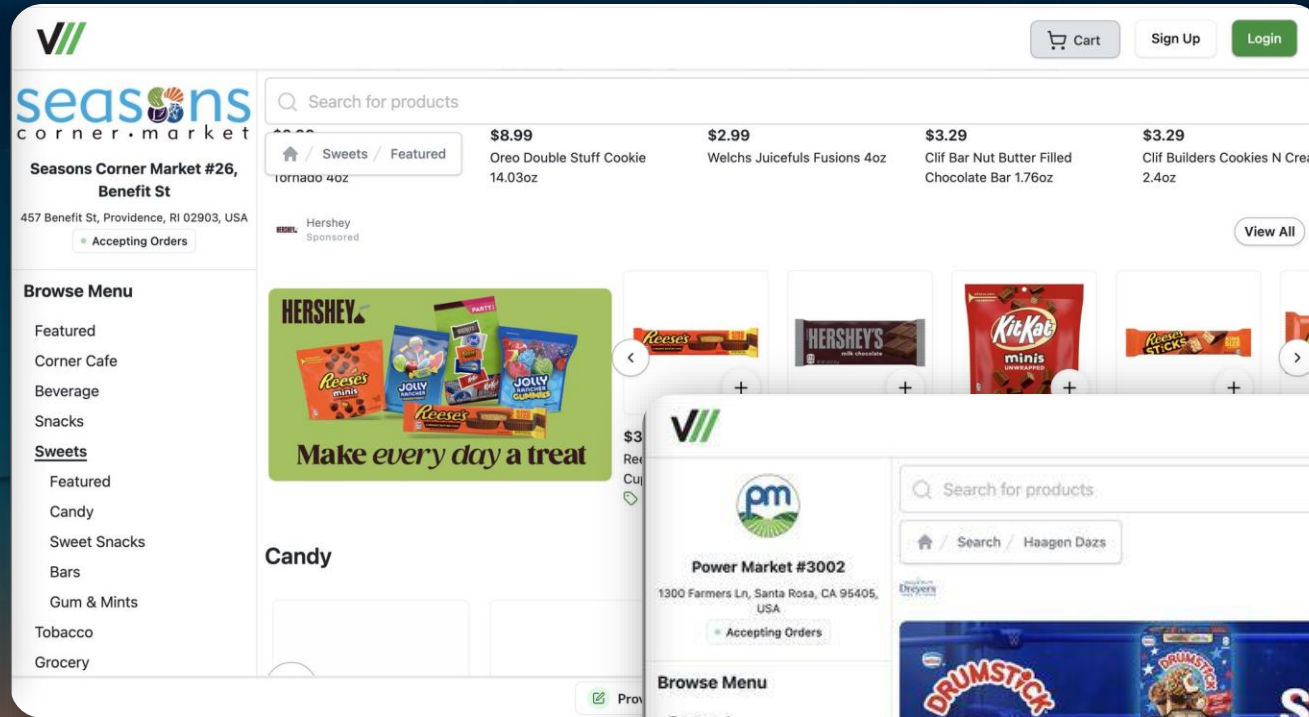
Loyalty Built into platform
Introduction of Retail Media Assets

Opportunities to Monetize First Party Digital Assets



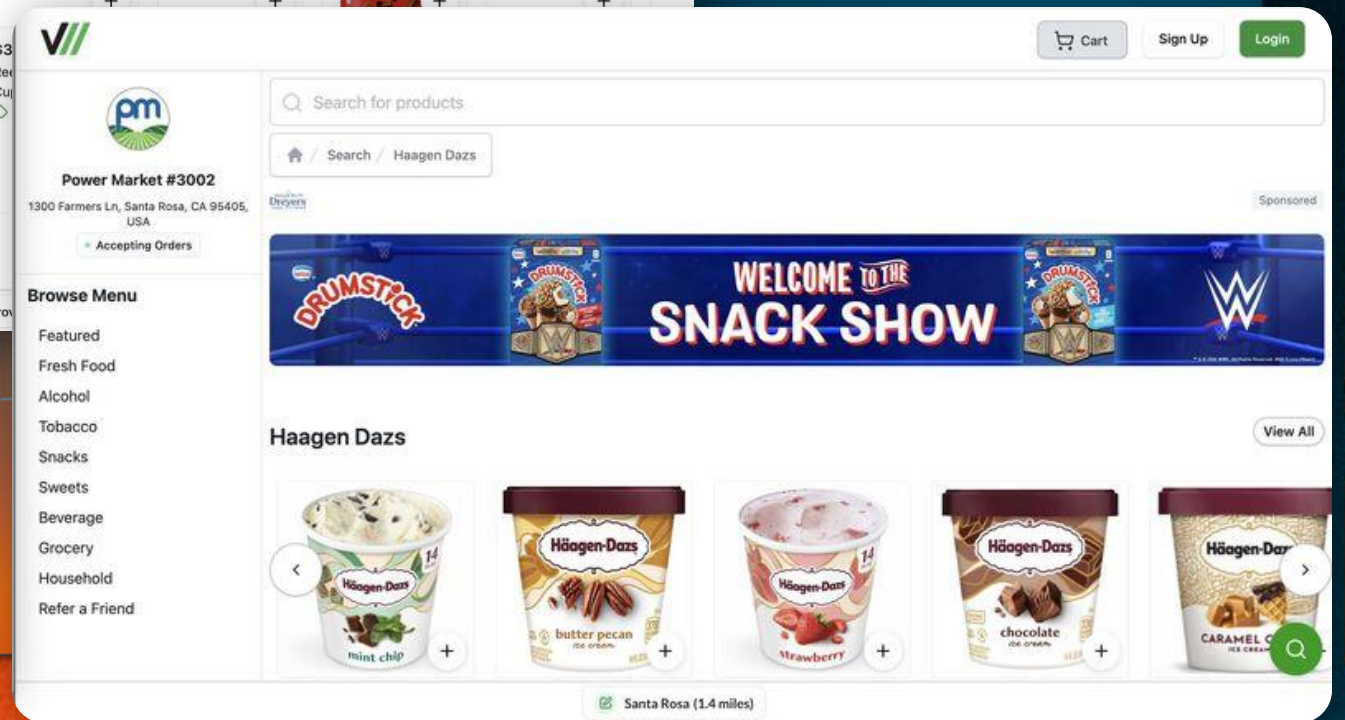
Targeted Banners

Reach the right shoppers with relevant ads



Sponsored Products

Drive discovery and boost consideration



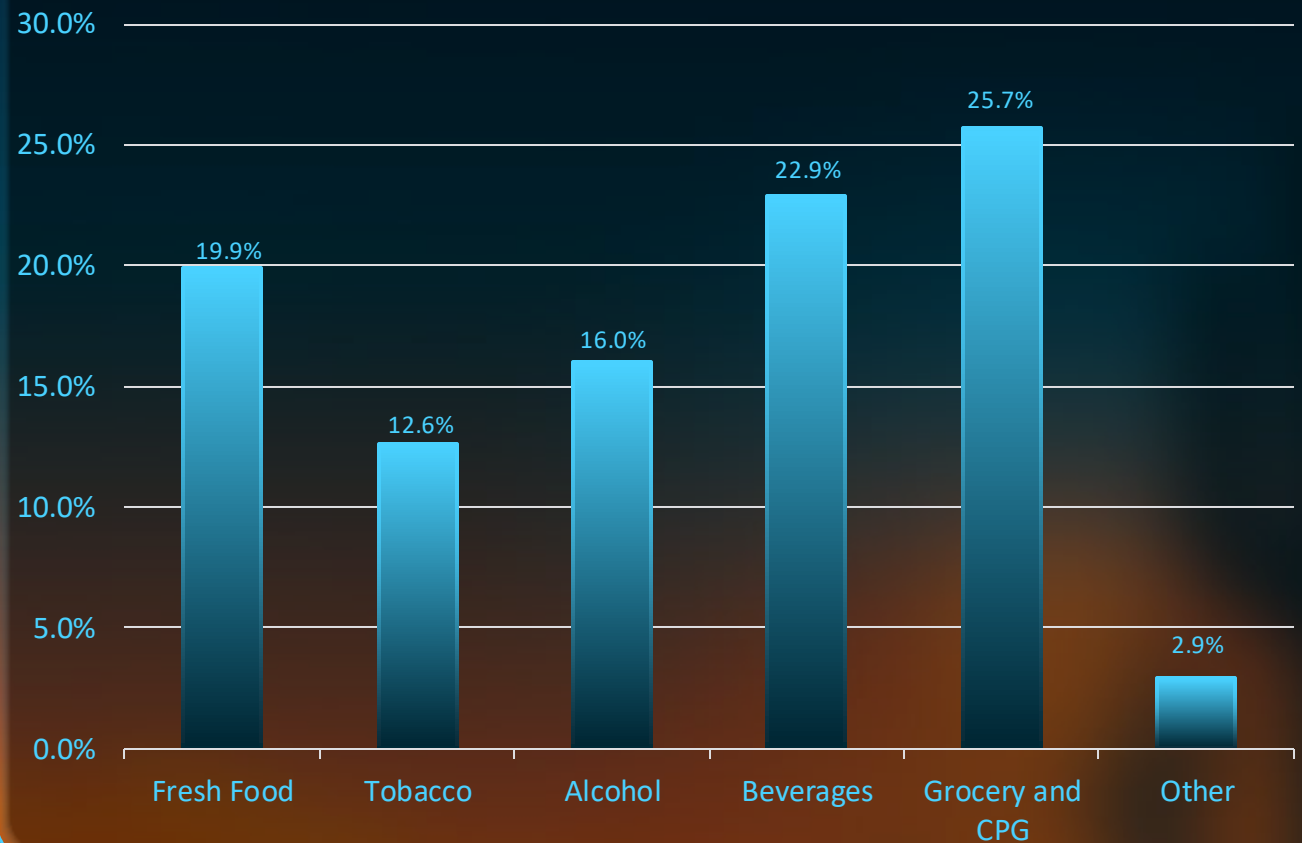
Third Party Delivery & Why It Matters

Third Party Delivery - orders from third party applications such as Uber Eats and DoorDash

Benefits

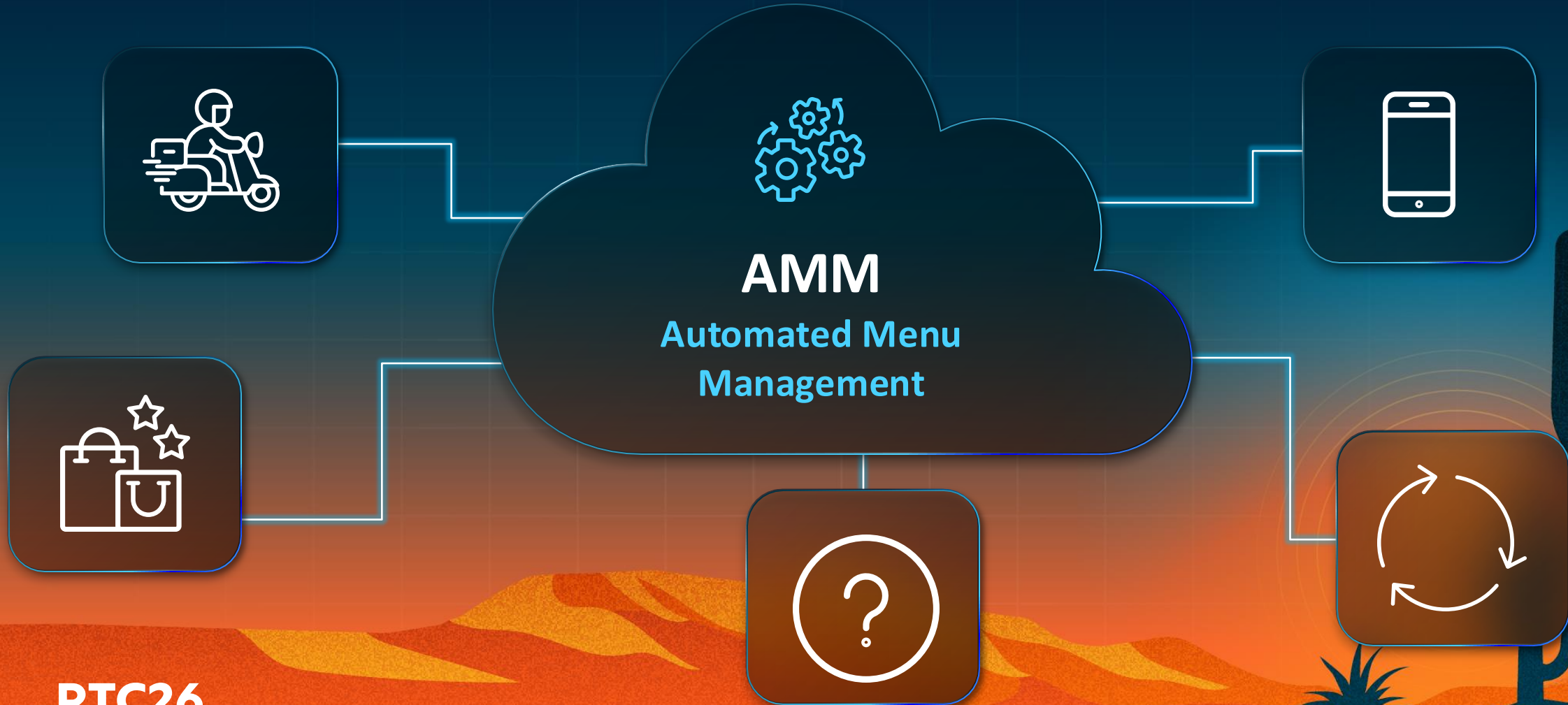
- They market for you – **Easy Additional Sales**
- Sales trend later at night – when in-store is slow
- List foodservice, retail, and QSR brands across multiple channels and brandings (e.g. *list your retail brand and food brand independently on the same app*) to target different customer segments

Percent of Sales by Value



Managing Multiple Channels Effectively

Power all your digital channels through centralization and scalability

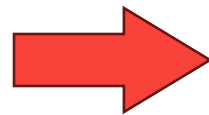


Automated Menu Management | What's Required

Retailer Inputs

Back Office Data Sources

- Pricebook
- Inventory
- Loyalty
- Promotions
- Coupons
- Movement Reports



Product Database

Match & Enrich with CPG Metadata



Sales Channels

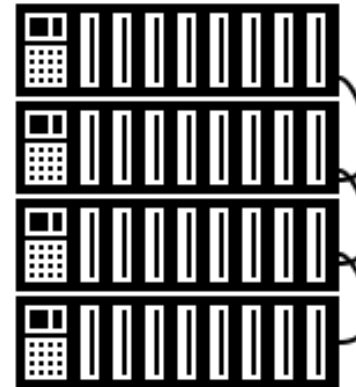
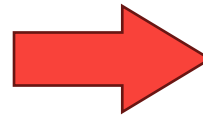
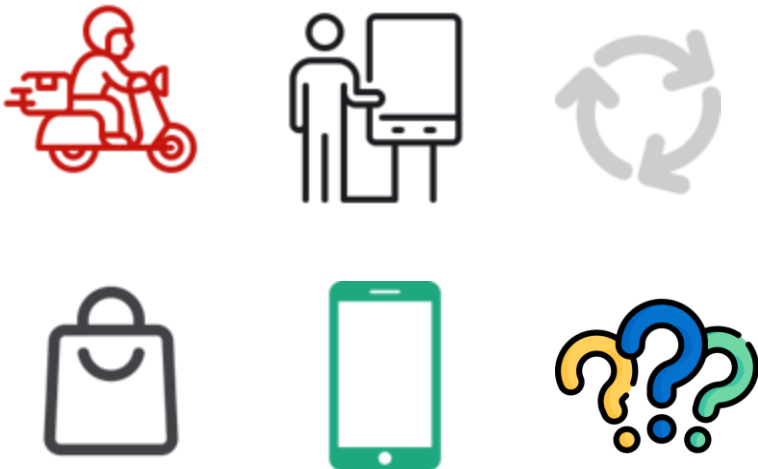
Any Consumer-Facing Application for Transacting



Closing the Loop with TLOGs | Streamline Instore & Back Office Process

Sales Channels

Any Consumer-Facing Application for Transacting



Data Received Correctly

- Promotions
- Differing prices by channel
- Taxes and Bottle Deposits
- Loyalty Discounts

Warrenton Oil | Why Delivery?



Expanding reach and driving fresh food growth

- Reach new customers
- Create added convenience
- Grow high-margin fresh food
- Leverage strong category performance

#1
Product
by \$

#2
Category



Warrenton Oil | Fastlane To Go

Performance and operational growth



PROGRAM SNAPSHOT

- **22 stores** live
- Strong **repeat** customers
- **Peak times:** 9-10am & 3-4pm



GROWTH DRIVERS

- **Social** media, pump toppers, & "come back" **campaigns**
- **Free delivery offer** performs best



OPERATIONS & ROLLOUT

- Phased **rollout**
- **Training:**
 - 8-min video
 - 2-week incentive campaign
 - Teams chat

Order Your Way | The Panel



Betsy Vos Reeves
Sr. Director,
POS Portfolio



Justin Palmer
EVP, Engineering
& Partner



John Nelson
CEO, Founder



Jeff Schafer
Director of Facilities



Skip Potter
Director of Technology



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Thank You

