

April 10, 2018



# Mobivity and Round Table Pizza Announce Three Year License Expansion of Mobivity's Full re•currency Platform to More than 400 Locations Nationwide

PHOENIX, April 10, 2018 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), creators of the award-winning platform for driving customer frequency, re•currency, announced today that their partnership with Round Table Pizza and Global Franchise Group (GFG), the owners and operators of more than 1,500 restaurant locations across five brands, has been expanded into a three-year relationship, and will now include the roll-out of Mobivity's full re•currency platform to all Round Table Pizza locations nationwide.

As previously reported, the owners and operators of selected Round Table Pizza locations were the first to see the impact of Mobivity's re•currency platform on their business, with [75% of customers redeeming their first offer](#) sent through [re•ach](#), the messaging and consumer outreach mechanism of the re•currency platform.

"Our mission at Mobivity is to increase customer frequency for the brands that we engage with, and we are committed to seeing the results that these Round Table Pizza franchisees have experienced spread through the company's system with this expansion," said Dennis Becker, CEO of Mobivity. "We are thrilled to have a long-term partner in Round Table Pizza and Global Franchise Group and look forward to continually delivering powerful results through the implementation of our full re•currency platform across their entire system of stores."

To date, the implementation of Mobivity's re•currency platform has driven a greater than 40% increase in average customer spend, with over 1,000 participating Round Table Pizza guests per location opting to receive text-based communications. More than 75% of those customers redeemed their first offer, and each subsequent message brought approximately \$100,000 in incremental revenue over just 6 weeks for the participating locations.

"Early trials of leveraging Mobivity's re•currency platform to increase guest frequency and spend wildly exceeded our expectations," added Geoff Goodman, EVP of Round Table Pizza. "Furthermore, the ability for Mobivity's re•cognition solution to deliver unparalleled insights through data has addressed the pressing need of assessing and improving other marketing channels. With clear visibility into data, coupled with personalized guest engagement, we're now operating our brand at a whole new level."

## About Round Table Pizza

Round Table Pizza was founded by Bill Larson in 1959 in the San Francisco Bay Area to

create a place where families could relax and share a superb pizza. More than fifty years later, Round Table Pizza remains true to its founder's vision with 440 restaurants across the western United States and the world. Round Table's signature tagline, "The Last Honest Pizza", describes its commitment to quality and authenticity. For the latest news and fun and games from Round Table Pizza, follow us on Facebook, Twitter, and Instagram.

#### About Global Franchise Group, LLC

Global Franchise Group, LLC is a strategic brand management company with a mission of championing franchise brands and the people who build them. The company owns a portfolio of franchise brands that includes five primary quick service restaurant (QSR) franchise concepts: Great American Cookies®, Hot Dog on a Stick®, Marble Slab Creamery®, Maggie Moo's Ice Cream & Treatery®, and Pretzelmaker®. The brands are managed by GFG Management, LLC, a subsidiary of Global Franchise Group, LLC. Global Franchise Group, LLC is a portfolio company of Levine Leichtman Capital Partners, an independent investment firm, with approximately \$9 billion of capital under management and substantial franchise management experience.

#### About Mobivity

Mobivity provides a platform to drive customer frequency for national restaurants, retailers, personal care brands, and their partners. Mobivity's re•currency platform increases customer engagement and frequency by capturing detailed POS transaction records, analyzing customer habits, and motivating customers and employees through data-driven messaging applications and rewards. For more information about Mobivity, visit [mobivity.com](http://mobivity.com) or call (877) 282-7660.

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Source: Mobivity Holdings Corp.