



# Mobivity and ParTech Partner to Accelerate Digital Transformation for Brands

*Brink POS Integrates with Mobivity's Recurrency to Deliver Actionable Insights and Power 1:1 Digital Engagement*

PHOENIX, Dec. 14, 2020 (GLOBE NEWSWIRE) -- [Mobivity Holdings Corp.](#) (OTCQB: MFON) a global provider of personalized customer engagement solutions that drive customer frequency and spend, announced its partnership with [ParTech, Inc.](#), a leading global provider of point of sale (POS) software and integrated technical solutions to the restaurant and retail industries. ParTech, Inc. is a wholly owned subsidiary of PAR Technology Corporation (NYSE: PAR). Mobivity is integrating its [Recurrency™](#) platform with PAR Technology's [Brink POS®](#) delivering actionable insights from POS data -accelerating brands' digital transformation with:

- Increased guest frequency and spend through personalized, multichannel, digital offers and promotions;
- Machine learning techniques to predict and measure offer and product performance;
- AI features to activate in-store and online transaction data for rapid analytics and insights to fuel intelligent personalization and promotions;
- 1:1 guest engagement through channels such as mobile messaging and dynamic takeout and delivery receipts; and
- Omnichannel digital loyalty programs.

"PAR is pleased to welcome Mobivity into our Brink POS integration ecosystem," said Stephen Lee, Director of Strategic Partnerships at ParTech, Inc. "The combination of Mobivity's Recurrency platform and our Brink POS will allow restaurants to quickly understand and adapt to guest behavior using intelligent data and create personalized and branded experiences that ultimately increase guest engagement."

Customers of Brink POS can now utilize Mobivity's Recurrency AI/machine learning to analyze the various data from their POS. By accurately attributing promotions to transactions and being able to identify pre- and post-redemption purchase activity, Mobivity helps restaurateurs and franchisees determine the most effective marketing approach based on guest frequency and spend. Recurrency uses these insights to provide restaurants personalized and intelligent offers, audience segmentation, offer and promotion management and codes. These codes can be delivered to consumers via [Mobivity's Unified Mobile Messaging](#) or through other owned or paid media channel brands in which they engage.

"Integrating Mobivity into Brink POS ecosystem helps PAR reinforce its mission by enabling restaurants to provide guests a more engaged experience. This starts by making sense of

the POS data,” said Dennis Becker, Mobivity Chairman and CEO. “This last year has been a challenge for restaurants and Mobivity is playing a significant role with best-of-breed partners such as ParTech to keep these vital businesses open. The impact we are making on businesses is significant to brands’ digital transformation today and tomorrow.”

To learn more about how Mobivity works with the Brink POS system, [schedule a demo](#) with the Mobivity team.

### **About PAR Technology Corporation**

PAR Technology Corporation through its wholly owned subsidiary ParTech, Inc., is a customer success-driven, global restaurant and retail technology company with over 100,000 restaurants in more than 110 countries using its point of sale hardware and software. ParTech’s Brink POS integration ecosystem enables quick service, fast casual, table service, and cloud restaurants to improve their operational efficiency by combining its cloud-based POS software with the world’s leading restaurant technology platforms. PAR Technology Corporation’s stock is traded on the New York Stock Exchange under the symbol PAR. For more information, visit [www.partech.com](http://www.partech.com) or connect with PAR on [Facebook](#) or [Twitter](#).

### **About Mobivity**

Brick and mortar stores struggle to manage customer connections in a digital world. Mobivity provides a platform to connect national restaurants, retailers, personal care brands, and their partners with customers to increase retention, visits, and spend. Mobivity’s Recurrency platform increases customer engagement and frequency by capturing detailed POS transaction data, 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.

### **Forward Looking Statement**

This press release contains forward-looking statements concerning Mobivity Holdings Corp. within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Those forward-looking statements include statements regarding the expansion of the Company’s addressable markets and the Company’s expectations for the timing and growth of the Company’s revenue from a new customer. Such statements are subject to certain risks and uncertainties, and actual circumstances, events or results may differ materially from those projected in such forward-looking statements. Factors that could cause or contribute to differences include, but are not limited to, our ability to successfully market and sell our products and services to the convenience store industry; deploy our product and services to a new customer; changes in the laws and regulations affecting the mobile marketing industry and those other risks set forth in Mobivity Holdings Corp.’s annual report on Form 10-K for the year ended December 31, 2019 filed with the SEC on March 30, 2020 and subsequently filed quarterly reports on Form 10-Q. Mobivity Holdings Corp. cautions readers not to place undue reliance on any forward-looking statements. Mobivity Holdings Corp. does not undertake, and specifically disclaims any obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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