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Mobivity Delivers Results for Round Table Pizza, and Continues to Set Stage for Blockchain-Based Commerce

PHOENIX, Feb. 12, 2018 (GLOBE NEWSWIRE) -- Mobivity Holdings Corp. (OTCQB:MFON), makers of the award-winning platform that increases customer visits and spend in restaurants, retail, and personal care brands, today announced the initial implementation and success metrics from their partnership with Round Table Pizza. Global Franchise Group (GFG), the owners and operators of more than 1,500 restaurant locations across five brands, including Round Table Pizza, recently launched Mobivity's platform at Northern California Round Table Pizza locations. The numbers speak for themselves, as the implementation of Mobivity solutions drove 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. Bringing customers back is the stated mission of Mobivity, and this initial rollout proves they're on track to live up to their promise for the Round Table Pizza network. The two companies have already committed to continue the rollout to the rest of the Round Table network over 2018, thanks to these impressive results.

Known for their uniquely named premium specialty pizzas, Round Table Pizza, originally founded in the San Francisco Bay area in 1959, has grown to over 400 locations in the western United States and globally, and was acquired by Global Franchise Group in September 2017. It is the owners and operators of those local restaurants that first felt the impact of the Mobivity marketing program. "It's often difficult to quantify the effects of marketing campaigns," said Teri Ernandes, Director of Marketing for a franchise group that led the initial rollout. "The two things that stand out most about the Mobivity solution is the access to data and the good news that data reveals," she continued. "We had more than 10,000 people join the text club in just 6 weeks, and that's just at a small sampling of locations. To be able to quantify the rapid customer enrollment and witness a substantial uplift in customer spend based on the communications we send has been very rewarding," she concluded.

Mobivity is pioneering a blockchain-powered platform for commerce and customer communication with brands and has made announcements recently regarding the development of their platform to enable both currency-based customer rewards programs, and the precise tracking of offer and coupon redemptions, like those exercised by customers at Round Table Pizza. "Data doesn't lie, and we're thrilled to see such powerful results with great partners like Round Table Pizza" said Dennis Becker, CEO of Mobivity. "As we migrate to leverage blockchain architecture for our clients, we'll have an even more detailed, precise and insightful view of how we motivate consumer behavior to grow business," he added.

“We are committed to helping our franchisees succeed, and to investing research into solutions that help them increase profitable revenues” said Jenn Johnston, CMO & COO of Global Franchise Group. “Innovative partners like Mobivity that keep pace with technological advancements like blockchain and data science are key to advancing our goals for our brands. As an operator of various brands, blockchain-based rewards and currency concepts could enhance our ability to increase consumer frequency across all our brands. We’re thrilled with these early results and excited to continue the rollout,” she concluded.

For more information, or to schedule a briefing on Mobivity solutions, please contact Corey O’Donnell, Senior Vice President of Mobivity, at corey.odonnell@mobivity.com or (480) 588-2470.

About Round Table Pizza – www.roundtablepizza.com

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 – www.globalfranchise.com

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

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 re•currency suite of products 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 www.mobivity.com or call (877) 282-7660.



Source: Mobivity Holdings Corp.