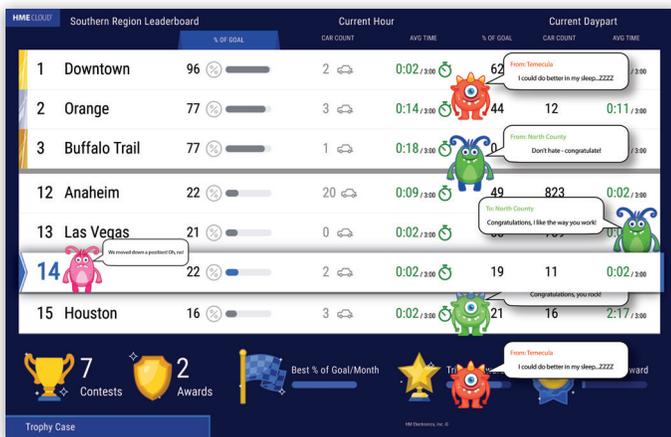


ALL NEW

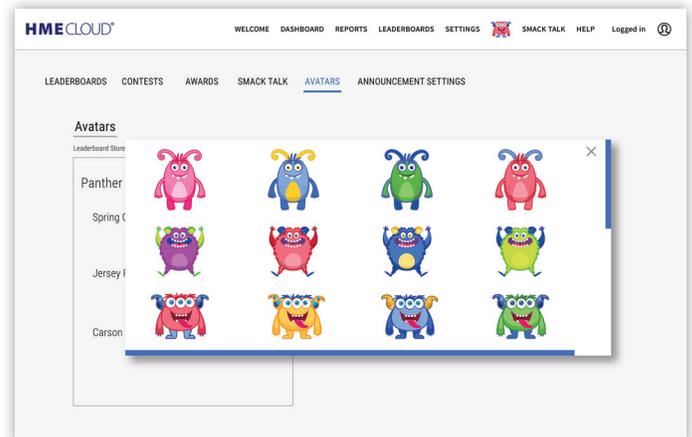
ZOOM Nitro Gamification™

Fact Sheet



Always see the top three ranking stores and the three stores closest in rank to yours.

- The ZOOM Nitro Gamification Leaderboard always shows the primary and secondary metrics that you choose to display for your team. You'll also always see the top three ranking stores and the three stores closest in rank to yours.
- Accounts can invite other accounts to participate in the same Leaderboards. Once the invitee account has added stores to the Leaderboard, those stores can participate in contests.
- Contests are scheduled competitions that engage and motivate your team to improve performance. Contests are held in real-time and can be based on one of three metrics: Car Count, % of Goal Met, or Average Time.

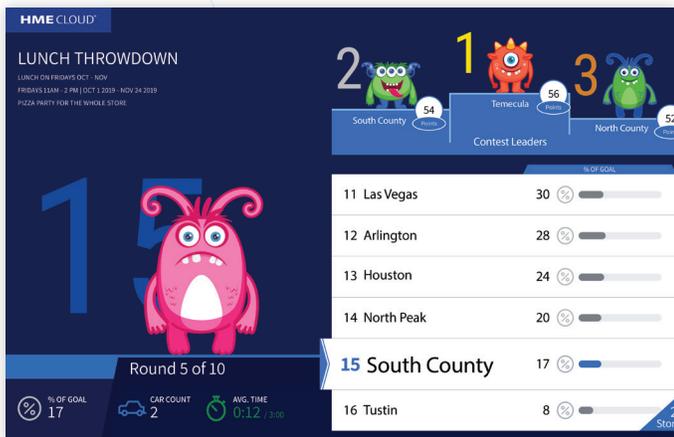


Choose an avatar to represent your store.

- Choose an avatar to represent your store. Your avatar is your store's zeal, grit, and drive brought to life. You'll see your avatar when you compete in contests and when you earn awards. Real-time feedback notifications appear next to your avatar as you move up or down the Leaderboard.
- When a contest is in progress, the view of the Leaderboard will change, and you will see the store ranking for the current hour based on the metric that you chose to compete on.

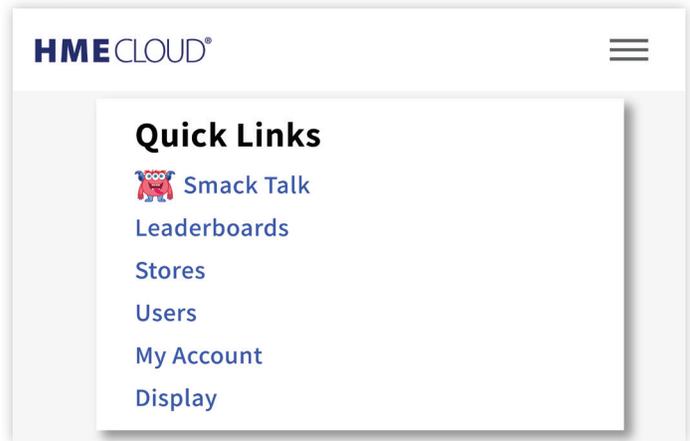


Contest winner with contest statistics.

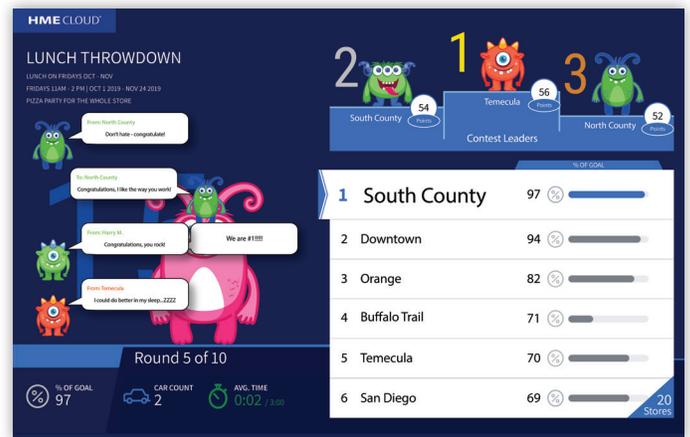


Contest in progress on the Leaderboard.

- Although the view of the Leaderboard changes when there is a contest in progress, you will always see your current Leaderboard stats on these pages.
- Each day of the contest counts as a single round. Points are finalized at the end of each round based on the number of stores in the contest and each store ranking. For example, if there are 14 stores in a contest, the first place store would receive 14 points, the second place store would receive 13 points, the third place store would receive 12 points, and so on; meaning the last place store would receive 1 point.
- When a contest winner or award achievement announcement is displayed, you will always see either your store's current Leaderboard ranking metrics or your current contest ranking metric if you are in a contest at that time.
- You can control the timing and duration of Gamification announcements on the Leaderboard including the Contest Starting Notification, Round Starting Notification, Contest Winner Notification, Award Achievement Presentation Pages, Contest Winner Presentation Page, and Smack Talk.



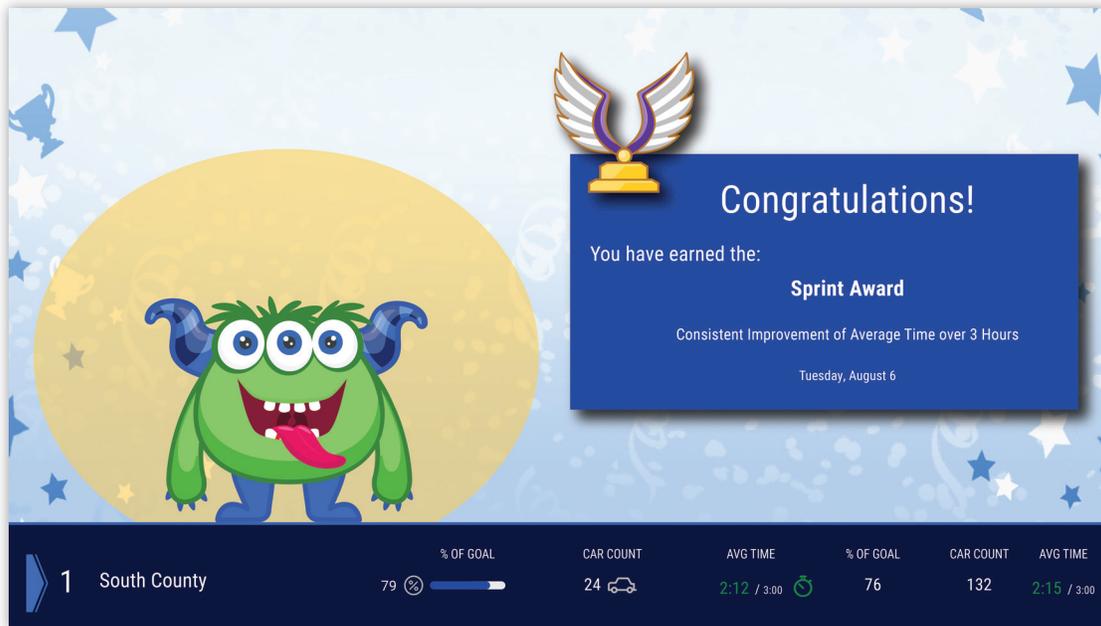
You can access the Gamification features on the HME CLOUD portal.



Send Smack Talk messages from your store to other stores.

- Send Smack Talk messages from your store to others. There are three categories of pre-loaded messages: Boast, Taunt, and Congrats.
- You can run a report of in-progress or completed contests to see points by round and points overall for each store in the contest.
- If you have the 'Edit Leaderboard' permission, you can access the Gamification features on the HME CLOUD portal, with the exception of Smack Talk, which has its own separate permission.
- Awards are achieved at the account level, meaning you are being compared against all stores on all Leaderboards, not just the stores on your Leaderboard.
- Record holders are passed between stores, but do not count in the trophy case when a store isn't holding the record, even if they have previously held it.

Engage Your Team, Beat the Competition



ZOOM Nitro Gamification Awards

Stores can earn and collect awards when they achieve their goals. Earn a trophy for being the fastest store of the month or make remarkable progress and get a badge for being the most improved. Collect them all in your Leaderboard trophy case.



Goal Achiever Award
Best % of Goal Met for a Day



Speedster Award
Fastest Speed of Service for a Day



Most Improved Award
Most Improved in Goal % Met for the Day



Sprint Award
Consistent Improvement of Average Time over 3 Hours



Streak Award
Consistent Improvement over 3 Days



Underdog Award
Consistent Improvement in Average Time 5 Days in a Row



Because Everyone Wants to be #1

Gaming taps into our natural desire to win. When you add gaming to your restaurant, you feed your teams' innate craving for competition and create new opportunities to reward their achievements. ZOOM Nitro Gamification makes drive-thru performance more exciting for your team, resulting in faster service times and higher car counts.

Other Awards and Records

Trifecta Award

Fastest, Most Cars, and Best % of Goal Met in a Week

Award for Most Cars Served in a Month

Record Holder for Best Average Time for an Hour



Award for Best % of Goal Met for a Month

Record Holder for Most Cars Served in an Hour

Triple Crown Award

Fastest, Most Cars, and Best Goal % Met in a Month

Award for Best Average Time for a Month

Record Holder for Most Cars Served in a Day

Record Holder for Best Average Time for a Day

Call (800) 848-4468 or your local authorized HME dealer for more information

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HOSPITALITY & SPECIALTY COMMUNICATIONS