

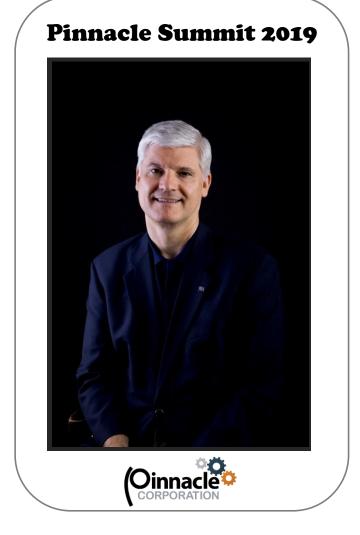
Pinnacle Company Updates

Bob Johnson, President and CEO



Welcome to Southlake, TX

- · Thank you for your support and business
- This is our 30th conference
- · We couldn't do it without you



 $\textbf{Copyright} \,\, \circledcirc \, \textbf{2019}, \, \textbf{The Pinnacle Corporation}, \, \textbf{All Rights Reserved Worldwide}$



Summit 2019 Innovation Through Collaboration

- Palm POS is now 24 years old
- Pinnacle celebrates its 30th year anniversary in January
- LoyaLink born 2003
- · Affiniti Cloud Platform rolling out
- Affiniti POS is coming...



Copyright © 2019, The Pinnacle Corporation, All Rights Reserved Worldwide



Pinnacle Update

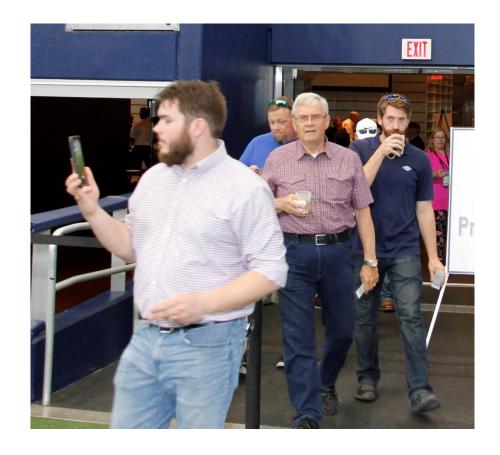
- Overarching objective:
 Deliver products and services that
 Increase revenues
 and/or
 Increase profitability
- We need your help with: References Evangelists Feedback
- · This especially true with Major Oils





Pinnacle Update

- Turbulent times
 Industry consolidation continues
 Competition increasing
- Technology is needed to Control costs
 Manage resources
 Drive revenues
 Satisfy consumers





Pinnacle ASC Program

Welcome to our ASC Partners!
 We appreciate your confidence and support





Pinnacle ASC Program

Addresses couple of points...

- 1. ASC local presence
- 2. Largest segment of the market is...

We are certainly learning so thanks in advance for your patience!



Pinnacle POS Strategy

Doesn't change our go to market strategy for larger accounts...

Welcome Phil Harper, National POS and Payments Sales Executive

Afiniti Cloud Platform

- micro-services based architecture
- unique strategic advantages
- foundation for next POS platform
- increasing ROI for you with our traditional products



Client Updates



- New POS sales through ASC program
- **Double Quick**
- **Quality Dairy**
- **JiffyTrip**
- Git N Go Market
- **Tarbell Management Group**











Product Direction

- EMV Certifications
- EPS (Commander)
- Ingenico Payment Terminals
- Affiniti Cloud







Pinnacle System Development

- Custom Development
- Expanding and leveraging Pinnacle products
- Other IT projects
- O Sam Davis, President of SRL



Copyright © 2019, The Pinnacle Corporation, All Rights Reserved Worldwide



Pinnacle Leadership Team

- Bob Johnson, President
- Melissa Hadley, VP Marketing & Innovation
- Mike Vaughn, VP Software & Service
- O Peter Steele, VP R&D
- O Sam Davis, VP, President SRL
- Dee Johnson, Controller



Thank you!

Your participation, education and enjoyment is most important to us. Thank you for being valued Pinnacle Clients and Partners. Have a wonderful time and don't hesitate to ask a Pinnacle team member for anything.

> "For me, conferences are like little mental vacations; a change to go visit an interesting place for a couple days, and come back rested and refreshed with new ideas and perspectives." - Erin McKean



