

2022 Customer ROI Report



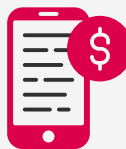
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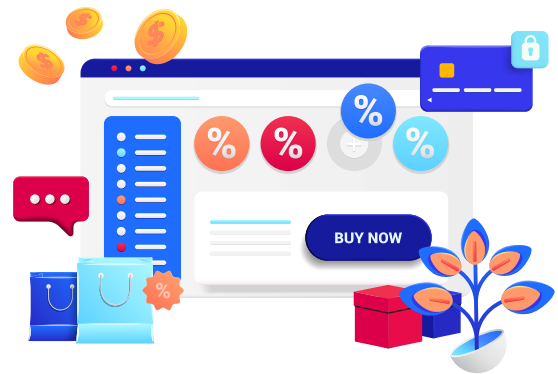
Methodology & Sources

Information and analysis presented in this report is produced using proprietary data from Bravo Store Systems. To protect the anonymity of Bravo customers, data is presented in the form of averages across all Bravo customer locations.

Information presented represents data from January 1, 2022 to December 31, 2022 unless otherwise noted.

OmniCommerce Customers


Bravo customers listing items on at least one eCommerce marketplace (Company Branded, Buya.com, eBay) outperform their peers who do not list items on eCommerce.



141%
More transactions
throughout the year



35%
More firearm
transactions
(on average)


\$106,550k
(\$79k in 2021)

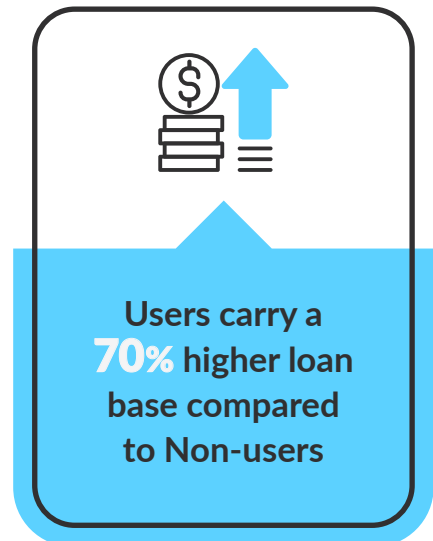
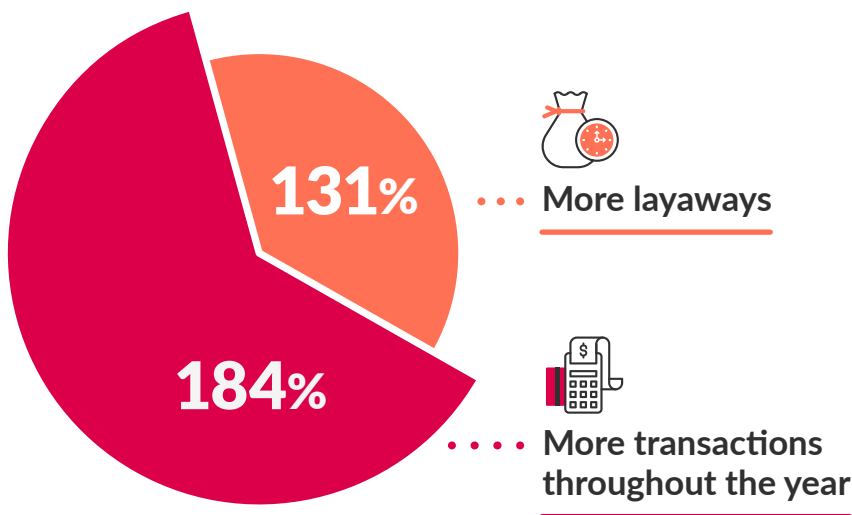
Average Amount Sold Online



32%
Less cash tied up
in inventory

Mobile Messenger Customers

Bravo customers using Mobile Messenger for text messaging outperform their peers who are not.



Bravo customers sent **13,750** non-payment reminders to customers

MobilePawn Customers

Bravo customers using MobilePawn outperform their peers who are not.



152%
More loans written



15%
More in-store sales



Users had **93%** more loan
balance growth compared
to Non-users



98%
More layaways



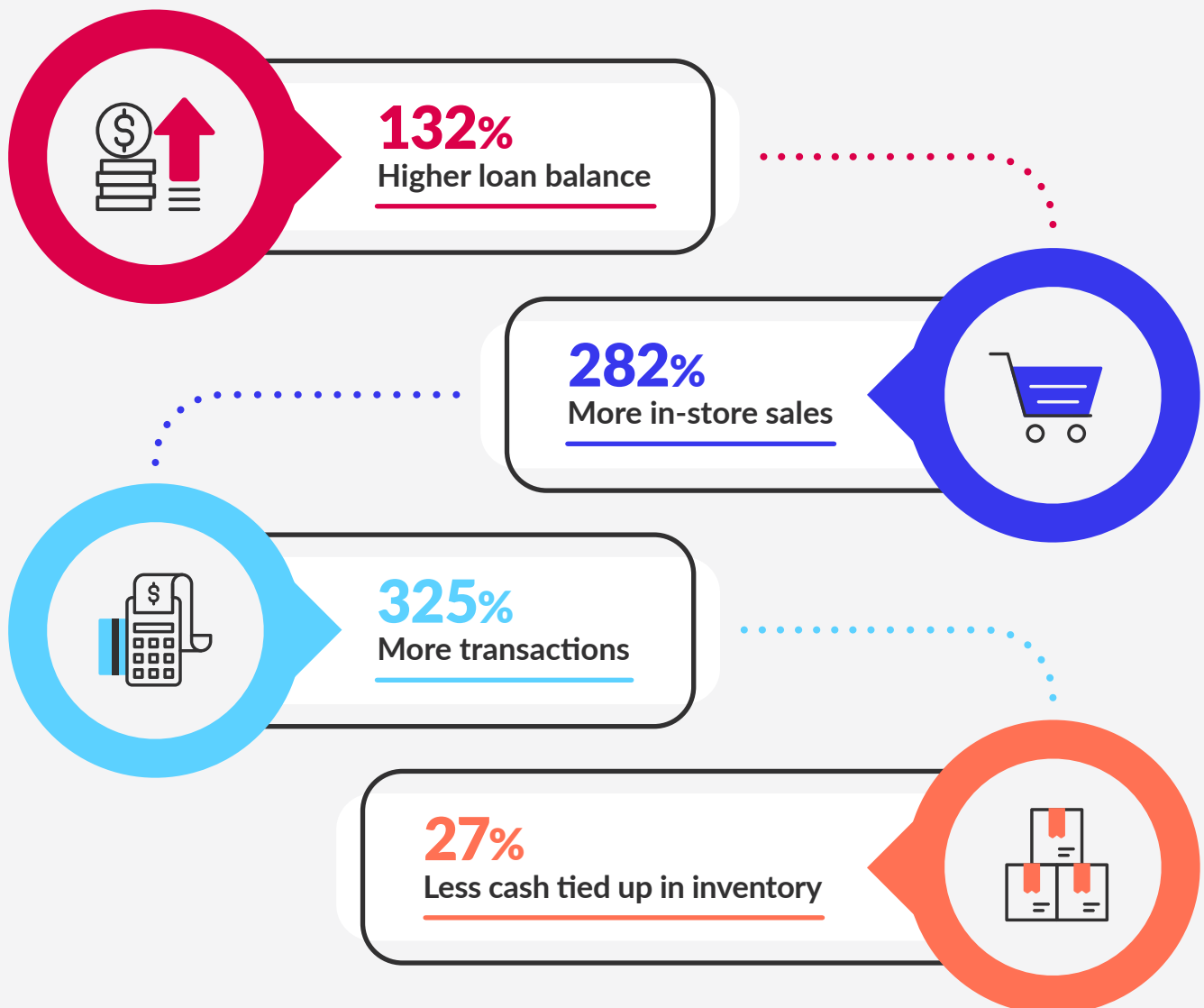
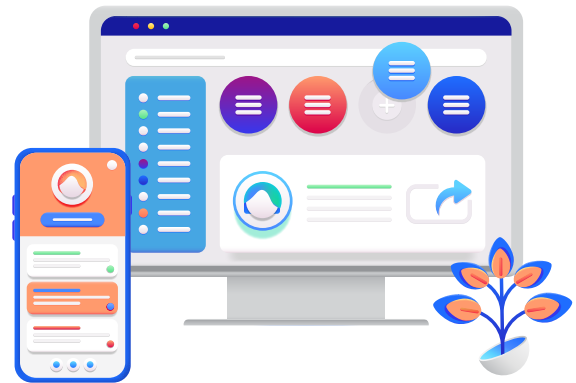
MobilePawn
users received

1,831,500

FREE Loan & Layaway
payment SMS reminders
in Q4 2022

Multi-Product Users

Bravo using **eCommerce** + **Mobile Messenger** + **MobilePawn** outperform their peers who don't use any of these products.



Data includes companies that: were a Bravo customer for a minimum of 1 year and sold at least 50 items online in 2022.
Data compares: 280 customers who use all three products vs 283 customer who do not use any of the 3 products.