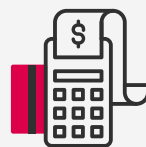
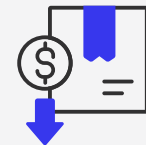
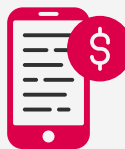


2021 Customer ROI Report



Inside the Report

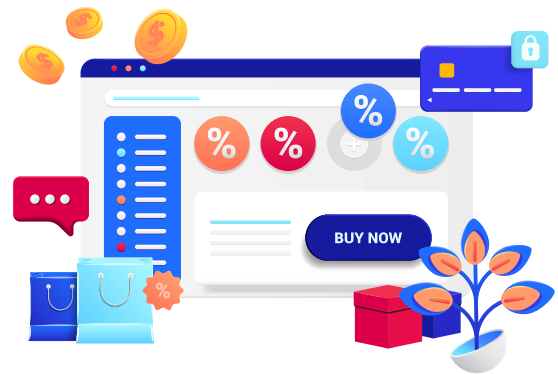
**02****OmniCommerce
Customers****03****Mobile Messenger
Customers****04****MobilePawn
Customers****05****Enterprise
Customers**

Methodology & Sources

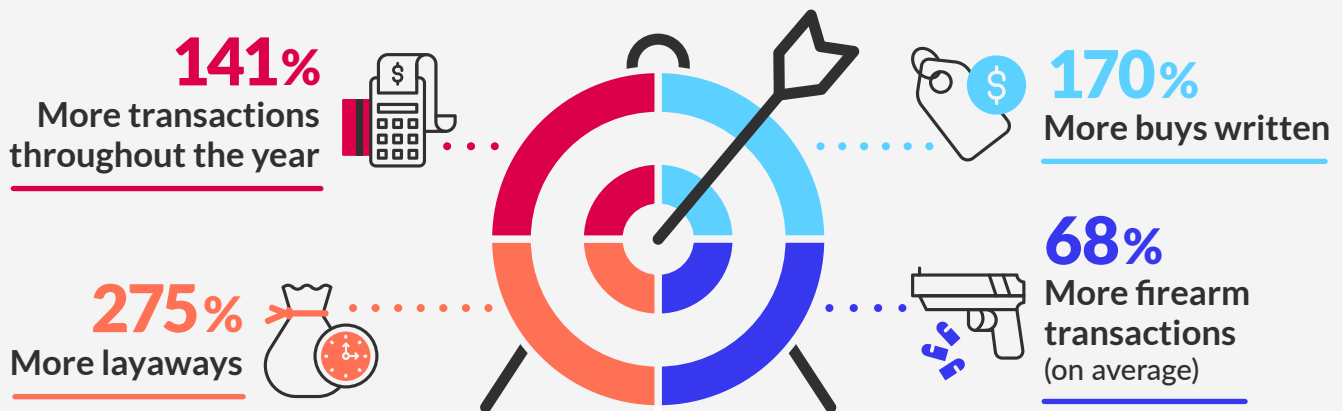
Information and analysis presented in this report is produced using proprietary data from Bravo Store Systems. To protect the anonymity of Bravo customers, data is presented in the form of averages across all Bravo customer locations.

Information presented represents data from January 1, 2021 to December 31, 2021 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.



Started 2021 with **62%** higher loan balance, growing their loan portfolio an additional **165%** more than Non-users



127%
More loans written

\$79k
(\$58k in 2020)

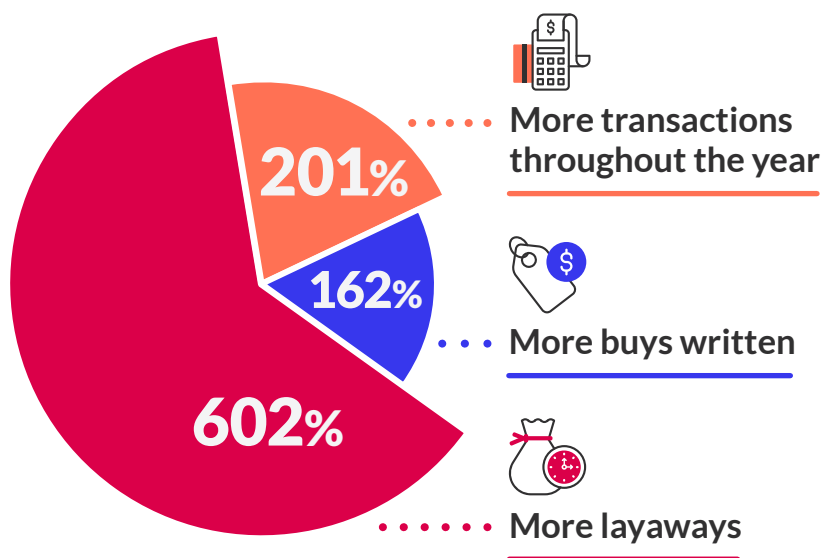
Average
Amount
Sold Online



102%
More in-store sales

Mobile Messenger Customers

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



Started 2021 with **139%** higher loan balance, growing their loan portfolio an additional **357%** more than Non-users

209% More loans written

194% More in-store sales

MobilePawn Customers

Bravo customers using MobilePawn outperform their peers who are not.



184%

More loans written

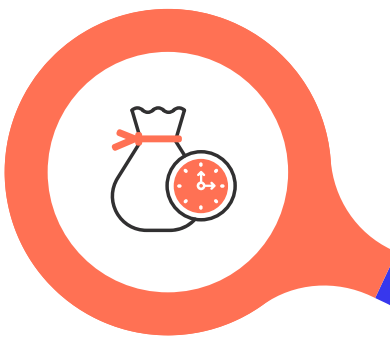


180%

More in-store sales



Started 2021 with **142%** higher loan balance, growing their loan portfolio an additional **213%** more than Non-users

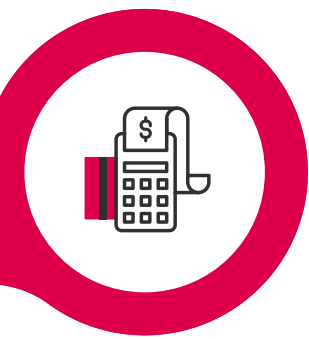


569%

More layaways

176%

More buys written



192%

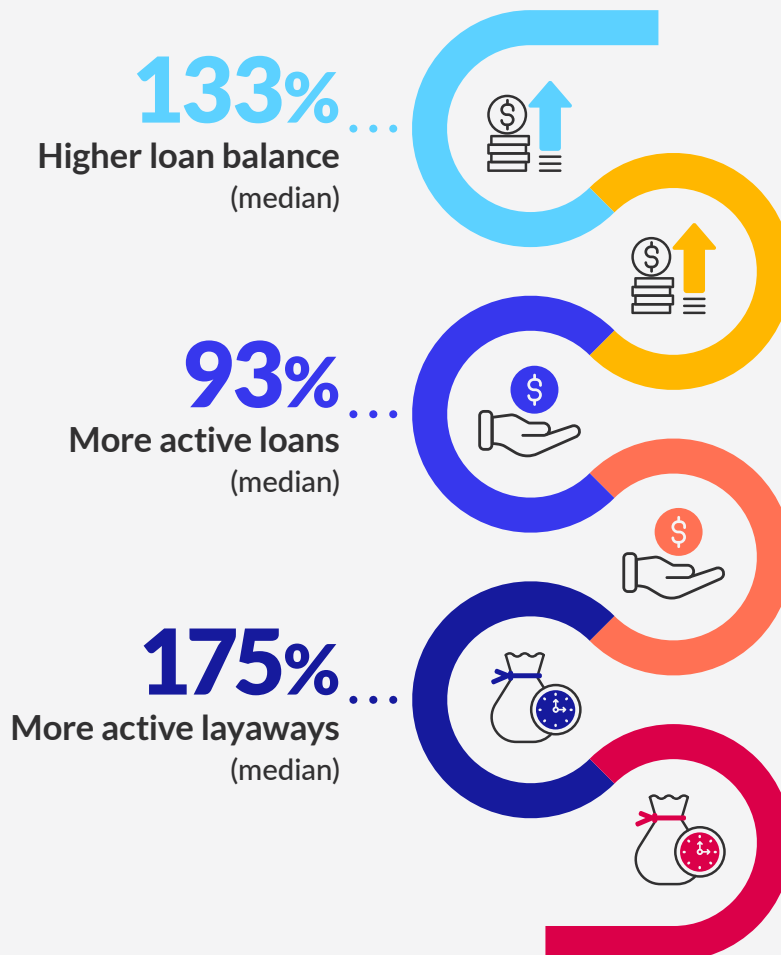
More transactions throughout the year

Enterprise Customers

Bravo Enterprise-level customers using **OmniCommerce + Mobile Messenger + MobilePawn** outperform their peers who are not.



Enterprise VS Single Store



Enterprise VS Enterprise

Omni Commerce + Mobile Messenger + MobilePawn

