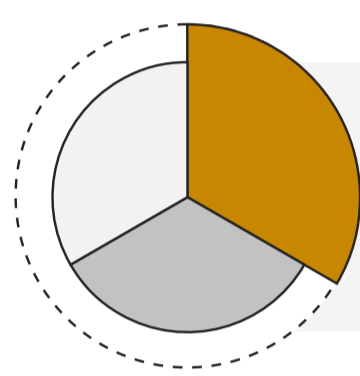


HOW SMALL BUSINESS OWNERS USE TECH TO CONNECT WITH CUSTOMERS

In order for small restaurants to expand their client base, business owners turn to technology to boost business and preserve profits.

TECHNOLOGY HELPS SECURE PROFITS DURING COVID-19

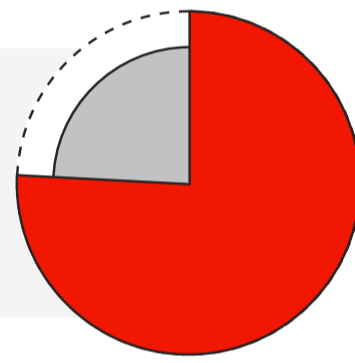


1/3 of small business owners believe digital technology prevented them from closing

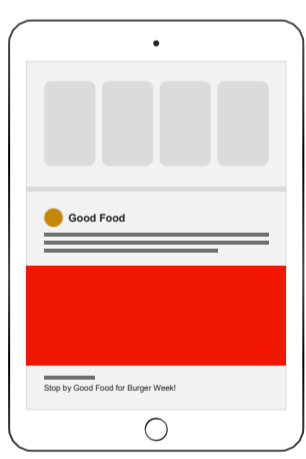
69% of restaurants saw increased purchases per ticket, thanks to third-party delivery



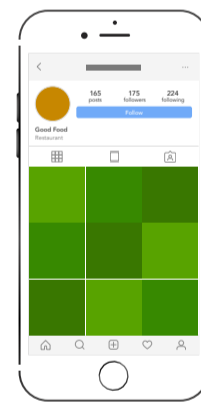
76% of small businesses reported relying on digital tools more than before



HOW SMALL BUSINESSES REACH CUSTOMERS THROUGH TECHNOLOGY

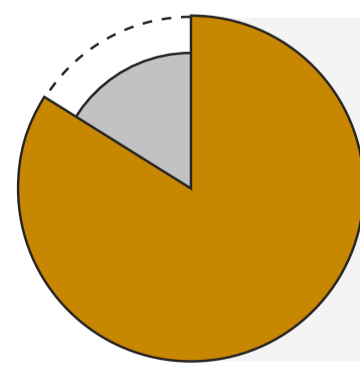


40% use digital platforms to make contact with new customers



80% rely on at least one major digital platform to promote products and services

84% of restaurants said working with third-party delivery apps helped reach out to a new customer base



84% of small companies employ technology tools to relay information directly to consumers