

PRESS RELEASE



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FOR IMMEDIATE RELEASE

The end of the line for queuing?

New pre-order-and-pay technology set to increase sales for small businesses and save consumers thousands of hours per year

The end of queuing to pick up a pastry or collect a coffee could be one step closer thanks to the launch of a new mobile pre-order and payment service from Lloyds Cardnet and fintech WoraPay.

By pre-ordering and paying for their food or drink choice via a mobile app, customers could simply turn up, bypass the queue, pick up their order and go.

The technology is currently being introduced across the UK, and one of the first businesses to take advantage is Tom's Kitchen, a collection of restaurants, bars and delis with five sites in London and Birmingham. **Emily Chambers from Tom's Kitchen** said: *"As people are increasingly pressed for time, queue-busting technology could really make a difference in us giving our customers what they want and when they want it, with even quicker service."*

WoraPay is the only app that offers the full pre-ordering and pre-paying solution, open to any merchant who signs up. It offers the chance for small businesses to use this technology, without having to invest in developing and building their own app.

Tony Nash, Managing Director of Lloyds Cardnet said, *"Not only is this new technology helping Britons save time, it's also helping businesses by increasing the number of customers they can serve."*

And commenting on Britain's reputation for queuing, Tony adds: *"We may not be able to do much about the stiff upper lip or traditional British reserve, but perhaps we can take a little of the pain out of queuing for your lunch."*

Vaidas Adomaskas, CEO and co-founder of WoraPay said: *"Our partnership with Lloyds Cardnet means we are able to take our innovative pre-order and pay technology to many more businesses than we would on our own. This sort of mobile technology is the future and we're excited that Tom's Kitchen is working with us to bring this innovation to their customers."*

In a pilot scheme within Lloyds Banking Group cafes, WoraPay estimate that Lloyds colleagues saved approximately three minutes per order with no need to queue to pay or to wait for the order to be made. On c32,000 orders in July, this equated to around 1,600 hours, or 195 days per month - time that would otherwise be spent waiting in line.

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Tom's Kitchen has seen a c.41% growth in sales via the WoraPay app from the first to the second month, with a c.150% increase in total app users.

Ends

Notes to editors:

About Lloyds Cardnet

Lloyds Cardnet, part of Lloyds Banking Group and a joint venture with First Data, a global leader in commerce-enabling technology and solutions, has been providing card payment services since 1997. In 2016, Lloyds Cardnet processed over 1 billion card transactions for UK businesses.

About WoraPay

WoraPay, www.worapay.com, is the payments without the queues platform founded in 2012 and specialising in helping retailers to increase sales and profit by allowing their customers to avoid the need to queue to pay.

WoraPay was launched in the Baltics and quickly gained traction securing the biggest retailers as its clients. In November 2015 WoraPay launched the service in the UK and has already saved thousands of hours from queuing for the UK customers. The service is also increasing turnover and profit for catering companies and other retailers.

WoraPay platform supports many order, shop and pay without the queue scenarios including: (i) order food and drinks to beat the queue and pick up straight away; (ii) shop and pay directly from the self-serve cabinet in the café or the retail store and thus leave missing queue for the till; (iii) pay at the pump without the need for self-service terminals; (iv) pay at the table or order to the table at a restaurant or venue and more. Any mobile wallet (a payment app), including retailers own branded apps, can be integrated and work with the WoraPay platform.

About Tom's Kitchen

Tom's Kitchen is a unique collection of restaurants, delis and bars, founded by award-winning chef Tom Aikens. Offering a comfortable environment and focusing on outstanding food, drink and service, Tom's Kitchen can be found across central London, in addition to outposts in Birmingham and Istanbul. Focusing on comforting classics and seasonal specials, Tom's Kitchen's use the very best of British produce, working with passionate suppliers, farmers and chefs.

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