



PAR Intelligence: Establishing the Agentic OS for Multi-Unit Operations

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Executive Summary

MARKET GAP

- ✓ Multi-Unit operators have faced similar structural challenges for a decade
- ✓ 3.6x gap in profitability between best and worst stores
- ✓ 82% of multi-unit operators plan to increase AI investment, yet 96% report ROI has been low

PAR INTELLIGENCE

- ✓ Reduces costs and increases revenues without additional headcount, resources, hours, or manual friction
- ✓ Agentic OS layer weaved into and above entire stack, unifying data and orchestrating outcomes
- ✓ Built for complex, multi-unit operations at scale, unlike SMB-first platforms

WHY PAR

- ✓ Deep technical moat integrated across hardware, software, engagement, and correlated 3rd party data: 200+ enterprise brands · 12B+ annual transactions · 640M+ guest profiles
- ✓ Vertical domain expertise powers AI model with unmatched context and decision engineering
- ✓ Already delivering AI outcomes across multiple verticals

BIZ MODEL

- ✓ Monetization: Pathway to multi-tier model of enterprise, consumption and transaction revenue, extended into tokenizing adjacent operational and services revenues
- ✓ Leverage: AI-first operations decouple cost growth from revenue growth, expanding Rule of 40

Multi-unit operators have been facing similar challenges for over a decade

There is significant variance in how they've executed against them

COST PRESSURE

1
Margin compression on every line

CHANNEL COMPLEXITY

2
The front door has multiplied

LABOR SCARCITY

3
Staffing is a structural challenge

VALUE PRESSURE

4
Competitors splitting the same pie



STORE A



STORE B

AVERAGE

3.6x

gap in profitability between best & worst performing

Vertical solutions expand what operators can do.



Now, AI orchestrates actions across systems to improve your best stores and close the gap between your best and the rest

Without Additional:



Resources



Headcount



Manual Friction



Hours



ESTABLISHING

PAR Intelligence

The agentic OS that makes every store your most profitable store



STORE A



STORE B



POS OPS Loyalty

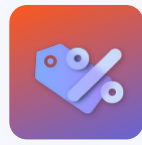
PAR INTELLIGENCE

Sees the Opportunity

Unifies the data for one source of truth

Campaign recommendation: Loaded Fries

Loaded fries over prepped at Store #3421 – 2hrs to close. Full campaign ready: creative, clean audience, channels.
Est. reach: **819 verified guests**



Push Notification 11:30 PM
Don't let tonight end without fries.
Loaded fries – \$2 off until close! Only at your nearest location.

Good catch. Let's do it.

Offers Agent is at work... PAR Intelligence will track the results and provide an update.

Generating campaign...

Type your message

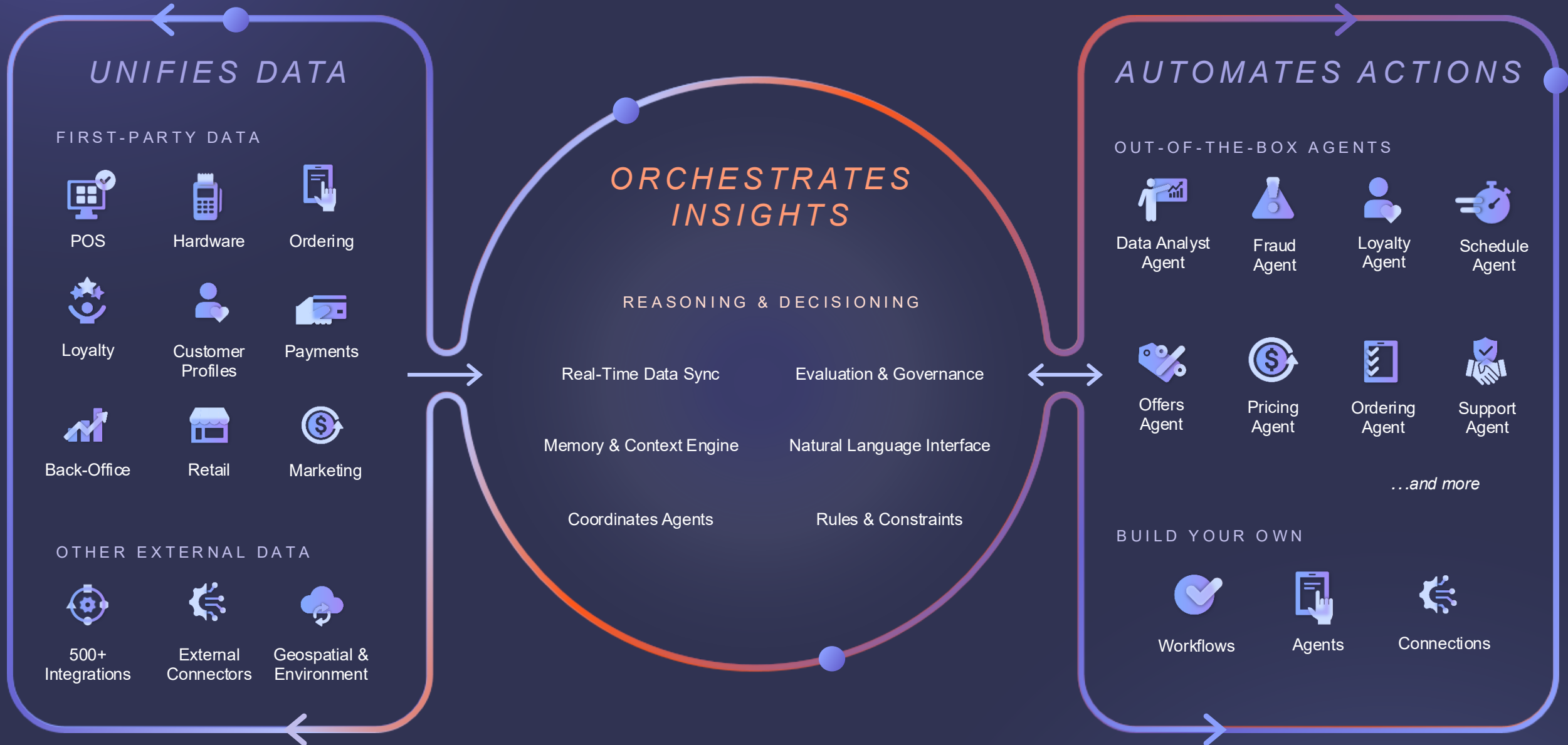
Makes the Call

Orchestrates insights across products, channels, KPIs, events and more

Executes It

Automates actions, always with your approval

From Data to Outcomes On a Single Interface



PAR's Structural Advantage in the AI Era

01

Expansive, Cross-Industry Data
Foundation

02

Unique Context Equity and
Decision Engineering

03

First Mover in Market: Already
Shipping and Scaling AI SKUs

Enterprise Footprint Powers Our Data Foundation...



PROVEN AND ESSENTIAL TO MULTI-UNIT BRAND ECOSYSTEMS

400M+
Loyalty Members

640M+
Customer Profiles

12B+
Transactions
Processed Annually



Retail



Restaurants

200+
Enterprise Brands

150K+
Locations

650+
Integrations

60+
Countries



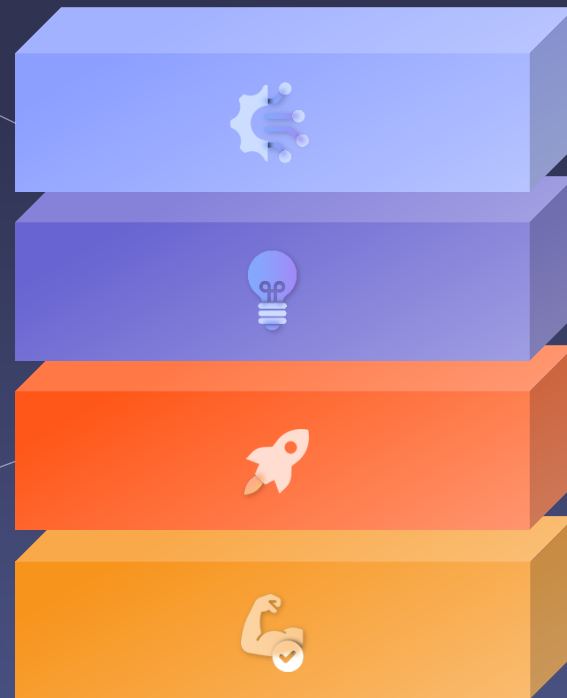
...Giving Us Unique Context Equity and Decision Engineering

360° Data Context

Powered by data from the PAR platform, including hardware, software, and correlated 3rd party integrations, plus industry-specific signals that inform and continually expand the mesh.

Self-Improving

Model adapts continuously to market shifts, guest interactions, and performance metrics. Reinforcement learning with each interaction optimizes for high-value outcomes.



High AI Evaluation Bar

Trained on real operator economics: unit P&L, labor, loyalty, menu performance. Our model is tailored for enterprise reasoning, not generic AI retrofitted for operators.

Market-Forward + Secure

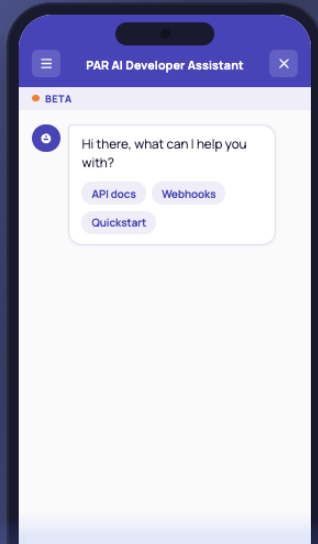
Continuous engagement with multiple agentic models, ensuring provision of the right model at the right time. In a dynamic landscape, we build solutions customers can trust.

Our model is trained on appropriately licensed, extensive first-party data from PAR's products.

PAR Intelligence: Already Shipping & Delivering Outcomes

LIVE

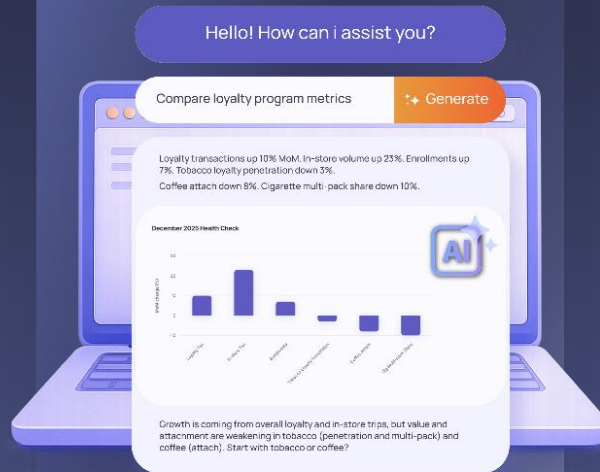
Developer Assist Agent



Accelerates integration and development workflows.

LIVE

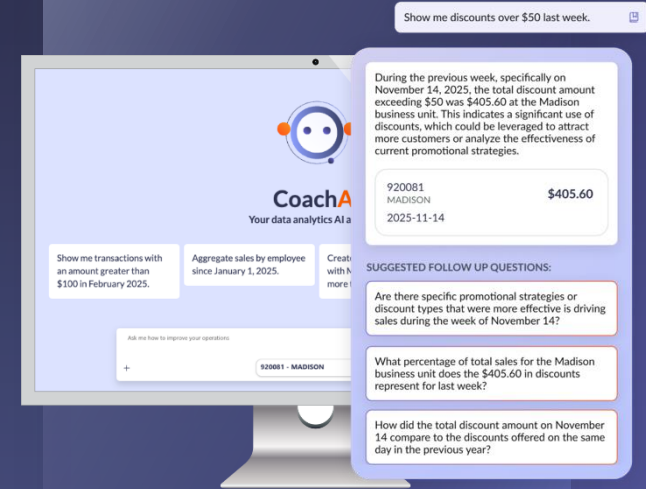
Offers Agent



Converts insights into offers instantly.

LIVE

Insights Agent



Turns operational data into ROI-ranked actions.



Building an Agentic Future

Our agentic OS is already taking shape across our existing, shipping products

Pre-2018
ORIGIN

IT & Hardware Company

- Founded in 1968 as PAR Gov Systems
- Invented the first POS terminal for McDonald's

2018 – 2025
DELIVERED

Best-in-Class Restaurant & Retail Platform



2025 – NOW

TODAY

Delivering AI-Powered Outcomes

Developer Assist Agent

Offers Agent

Insights Agent

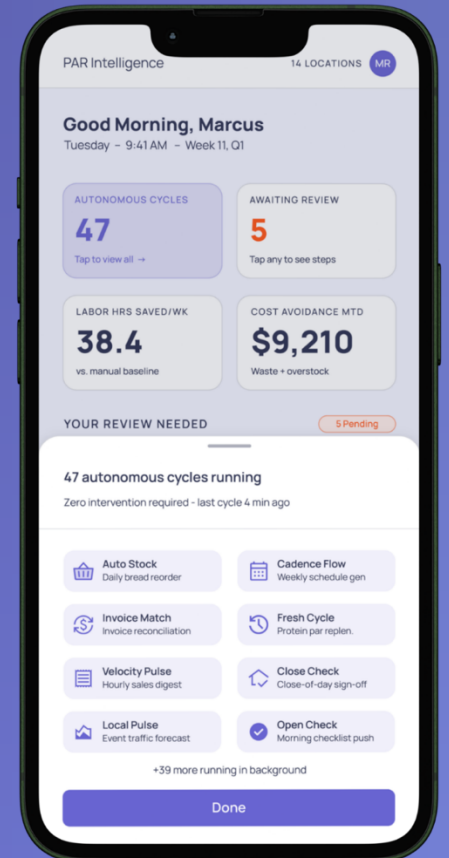
IN-DEVELOPMENT

Unify intelligence across all business units into one layer.

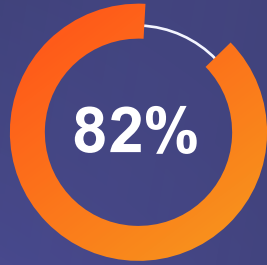
TODAY -

NEXT

Agentic OS



Appetite for AI Is Surging. Brands Are Turning to PAR for help.

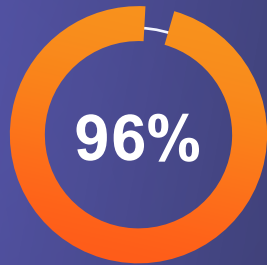


of restaurant executives plan to increase AI investment in 2026



of pilots targeting loyalty and workforce tools

BUT



of AI pilots at companies are failing

“

How can we make our chatbots more intelligent with PAR data?

Customers are actively building AI internally and thinking about how to govern it. They're coming to PAR not just for our products — but for insights that make their AI smarter.

“

PAR is our nerve center

Customers already see PAR as the connective tissue between their systems, data, and operations. PAR's shared intelligence is the product that makes that vision real.

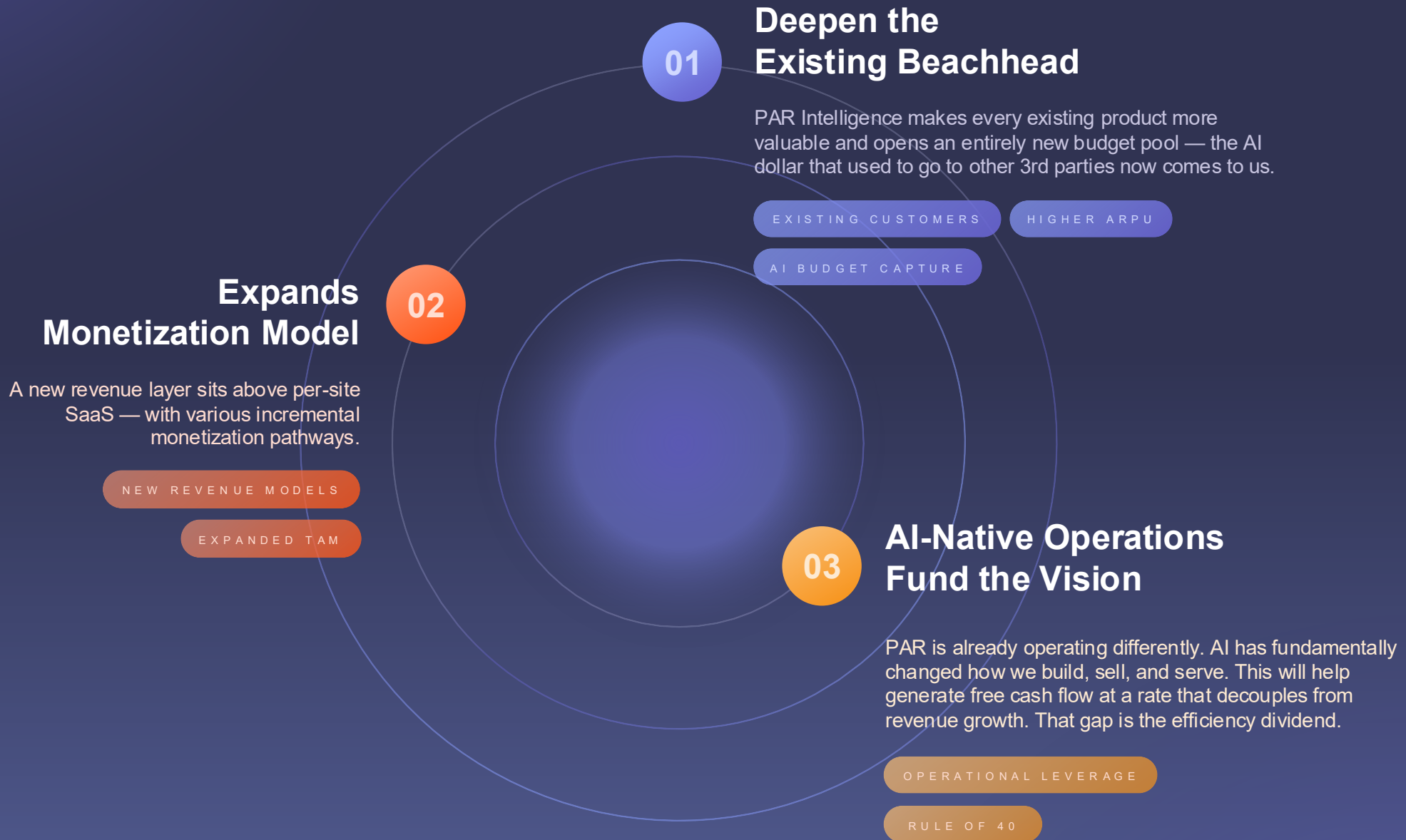
“

Do we have the internal skillset to do this AI work?

Customers are asking whether they can build at all. This is an opening for PAR to step in — built-in integrations and AI capabilities they don't have to build.

The Outcomes We Unlock

Three vectors of growth and efficiency — already in motion.



PAR Intelligence Enhances the Value of Every Product and Customer Relationship We Already Have

1.8

PAR products on average
per customer today

*PAR Intelligence becomes a new
upsell surface*



Accelerates Land & Expand

Land & expand used to mean selling more products. Now it means unlocking more value from the ones already in place — PAR Intelligence is the upsell surface that sits on top of everything.



Capture the AI Budget Shift

Operators are already allocating to AI — budget that previously went to third-parties. PAR is positioned to become the recipient of that shift, opening an entirely new pool.



Strengthens Moat and Buy-In

The restaurant macro doesn't need to be growing for us to grow. And as PAR Intelligence delivers more outcomes, the buy-in deepens and churn becomes harder to justify.

Platform Revenue Might Have Had a Ceiling. This New Model Doesn't.

PAR Intelligence unlocks revenue beyond existing software footprint, with alternative incremental monetization pathways.

WITH PAR INTELLIGENCE

New Revenue Opportunities

TODAY

Platform Revenue

PER SITE/PER MONTH

Software licenses across restaurant and retail. TAM constrained by product footprint and site count.



Per Site / Per Month

Foundation remains

Outcome-Based Fees

Charge for results delivered

Agent Access Fees

AI capabilities as a service

Data & Intelligence Fees

Monetize services for operator data



NEXT

Agentic Revenue

Any operator, any vertical, fully autonomous.

Vertical Expertise, Deployed Horizontally



AI Has Fundamentally Changed How We Build, Sell, and Serve.

Build Faster

AI compresses every stage of the product development cycle.

- **Product:** prototypes, packaged concepts, and POCs faster than ever
- **Design:** creative output at unprecedented pace
- **Engineering:** AI-assisted coding across the entire stack
- **QA:** automated test generation and execution at scale
- **PM & BA:** requirements and plans drafted in minutes

Sell & Serve Smarter

AI multiplies the leverage of every customer-facing team.

- **Support:** intelligent agents handle tier-1 at scale — instantly and without having to escalate
- **Developers:** agents work in parallel, even off-hours
- **QA:** manual testing replaced by continuous automation
- **CS:** issues resolved before escalation, reducing churn
- **Sales:** AI surfaces signals, drafts outreach, accelerates cycles

Supercharge Personal Extensibility

AI enables teams to do things that weren't possible before.

- GMs and ops teams build their own dashboards, with minimal involvement of extra resources
- Non-technical staff produce content that once required specialists
- PMs prototype and test ideas without a full build cycle
- Every team becomes more autonomous — and more accountable

Final Takeaways

MARKET GAP

Multi-unit operators have been trying to solve similar and accelerating structural challenges for many years.

PAR INTELLIGENCE

An agentic layer that will orchestrate outcomes across your entire operation, reducing costs and increasing revenues without added headcount or resources.

WHY PAR

200+ enterprise brands, 12B+ annual transactions, and 640MM+ guest profiles give PAR unmatched context equity, with proven ability to deliver AI outcomes at scale.

BIZ MODEL

PAR's AI layer deepens land-and-expand, unlocks new revenue streams per site, and structurally separates cost growth from revenue growth.

PAR[®]



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