

June 14, 2024

VECTRON ACQUISITION

SHIFT ④



Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Shift4 intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including statements regarding our expectations associated with the acquisition of Vectron Systems AG, including the timing of the acquisition as well as the anticipated benefits, synergies, efficiencies and opportunities arising from the acquisition.

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On Our Way to Fully Unlocking Payments Success in Europe



Leading Merchant Facing Product

SkyTab brings the best POS software and hardware at a competitive price, primed to enter a market that is thirsty for integrated payments



Our Own European Payment Rails

SkyTab is uniquely advantaged relative to other integrated POS players by owning the entire payments value chain, providing higher margins and stronger capabilities



Distribution Is Our Only Gap

The missing piece to integrated payment success is feet on the street distribution who will sell, service and support our growing European merchant base



TRANSACTION OVERVIEW

VECTRON

Shift4 has acquired a majority stake of Vectron Systems AG, with the intention to fully acquire the company for a ~€85 million purchase price (100% cash)



Market-leading restaurant POS with 25% market share in Germany as well as a large presence across Europe



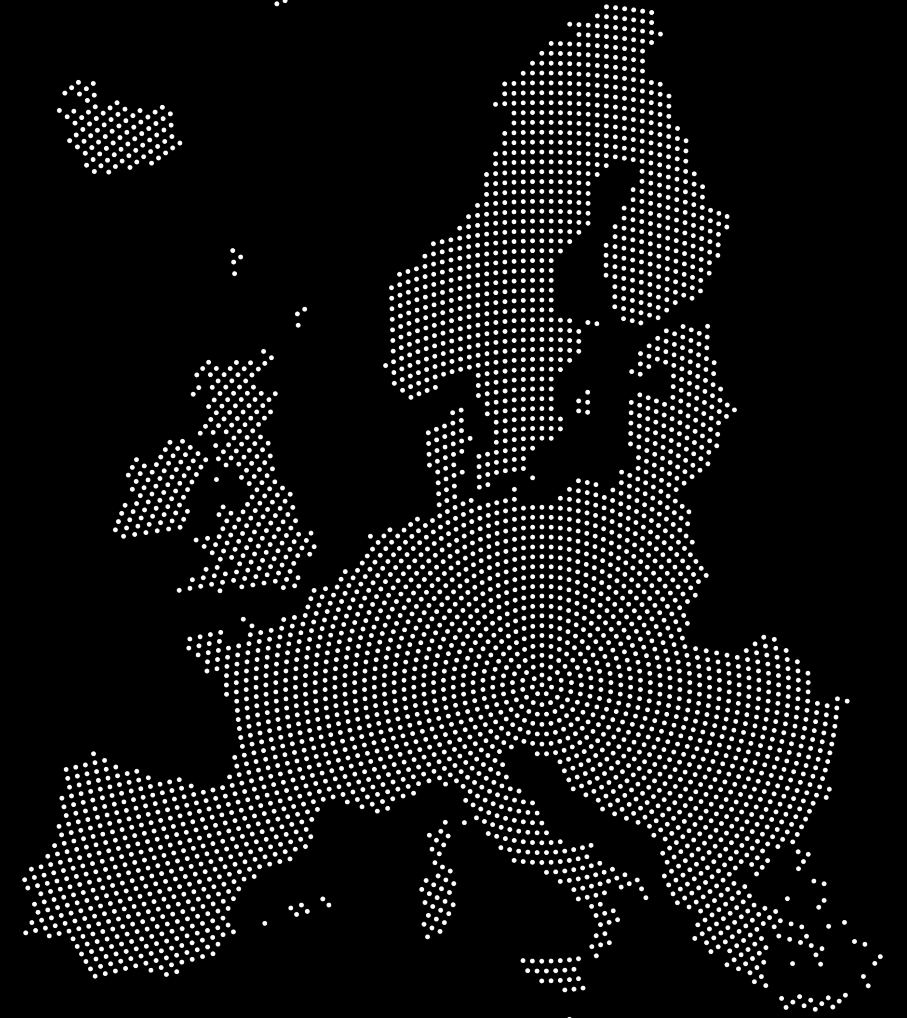
Sophisticated network of ~300 dealers across Europe provides valuable feet on the street distribution



Existing install base of ~65,000 restaurants representing ~€25 billion in payment volume opportunity



Closed on a majority stake, will acquire additional ownership through a public tender expected to conclude within the next month, with a de-listing and formal integration process to occur shortly thereafter



STRATEGIC RATIONALE

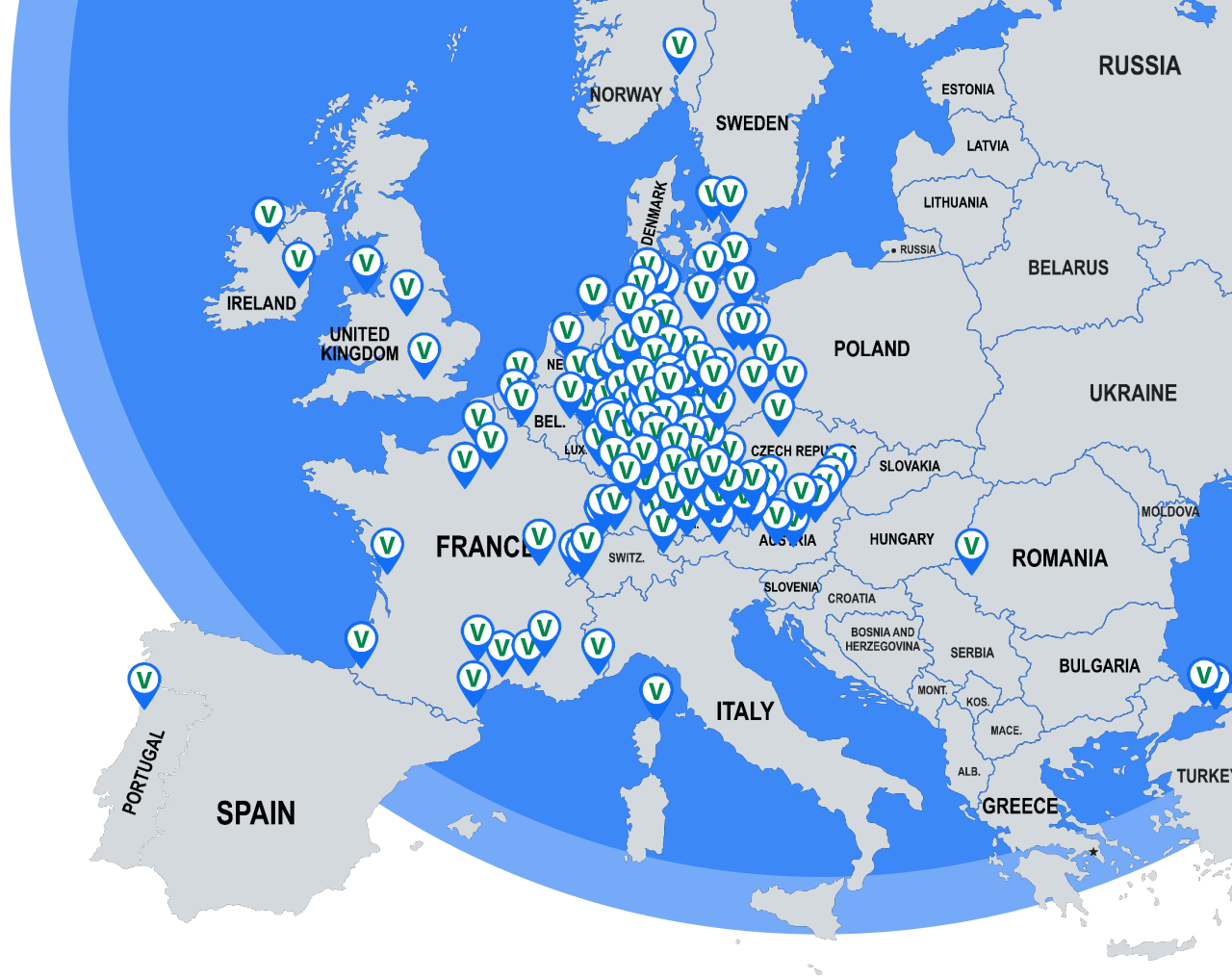
Vectron is a key piece of the puzzle, providing distribution to meet demand in Europe with a €25B+ volume opportunity

- 1 Massive under-monetized install base**
~65,000 restaurants across Germany and Europe representing ~€25 billion in payment volume, with <5% payment penetration today via a third-party partner
- 2 Attractive payback periods under 18 months**
Vectron's large install base leads to attractive CAC with market-leading <18 month fully-burdened payback period
- 3 Accelerate SkyTab growth in Europe via built-in local distribution**
Vectron has 300 dealers bringing in thousands of new deals every year and who add local expertise for markets across Europe
- 4 Shift4 Playbook: blow up revenue model and rebuild around payments + SaaS**
Re-running the proven Shift4 playbook of acquiring a POS with a large install base that isn't monetizing payments



Distribution Network Of 300 Dealers Across Europe

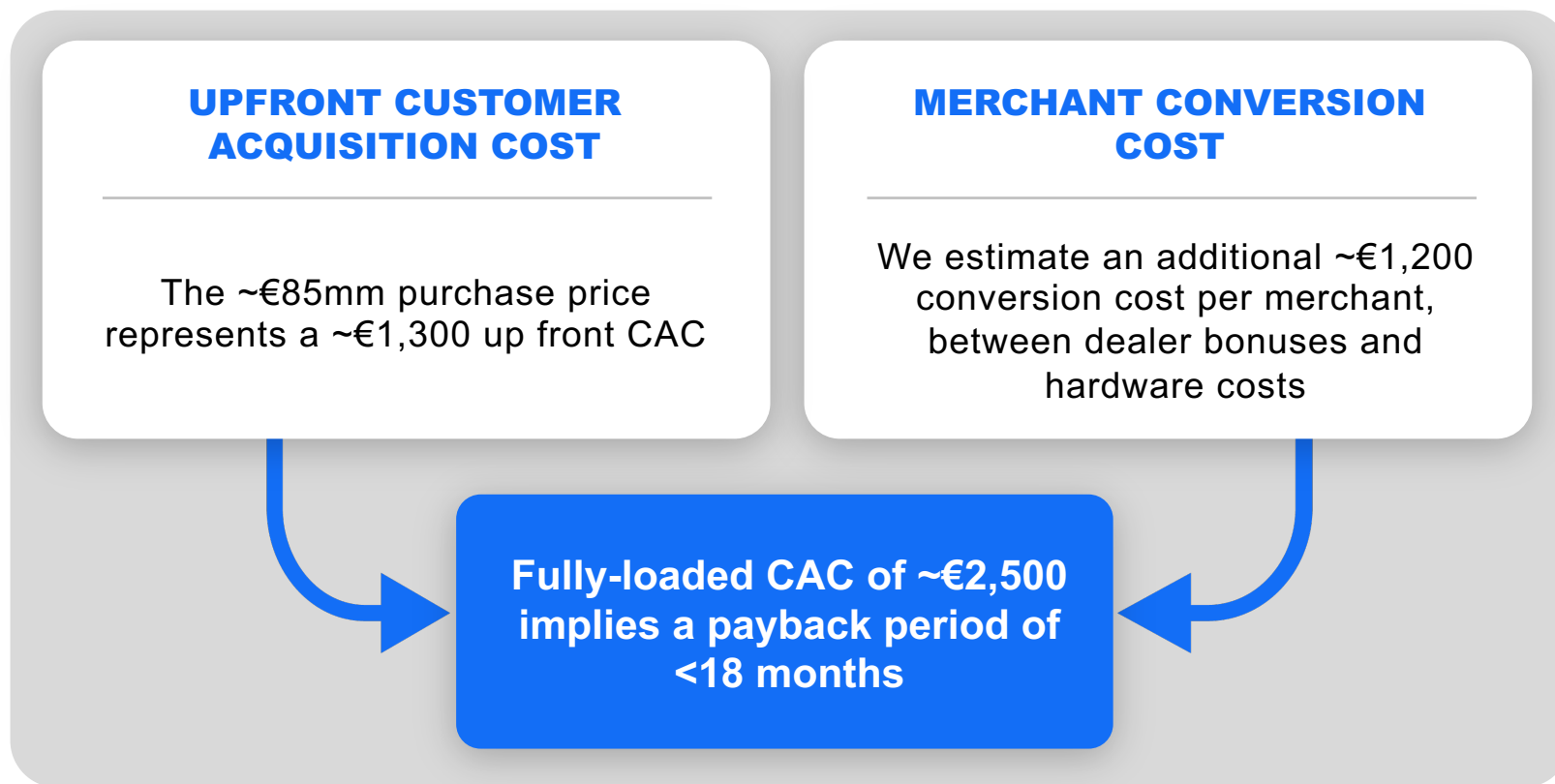
**Built-in Expansive Dealer Network
Allows Us to Accelerate
Card Present European Expansion**



- Vectron has decade-long partnerships with 300 specialized expert dealers
- Sales specialists are highly experienced with deep relationships in their local markets, delivering white glove service and 24/7 customer support
- Vectron's dealers bring in thousands of new deals every year and will add local expertise across Europe
- Existing dealer base will serve to accelerate SkyTab distribution across Europe, facilitating Shift4's planned international expansion in our core verticals

EFFICIENT CUSTOMER ACQUISITION COST

Shift4 Playbook: Thoughtful Capital Allocation for CAC with Attractive Payback Periods of Under 18 Months



(1) For comparison purposes, Toast incurred US\$107 million in sales and marketing expenses in Q1 2024 for a net addition of ~6k locations and Lightspeed incurred ~US\$235 million in their last fiscal year for a reduction in location count YoY. An FX rate of EURUSD1.08 was applied for the purposes of this comparison.

Merchant Base is a Perfect Fit for Shift4

Existing ~65,000 merchants are ideal SkyTab customers

Restaurants & Breweries



Hotels



Bakeries & Cafes



Other

