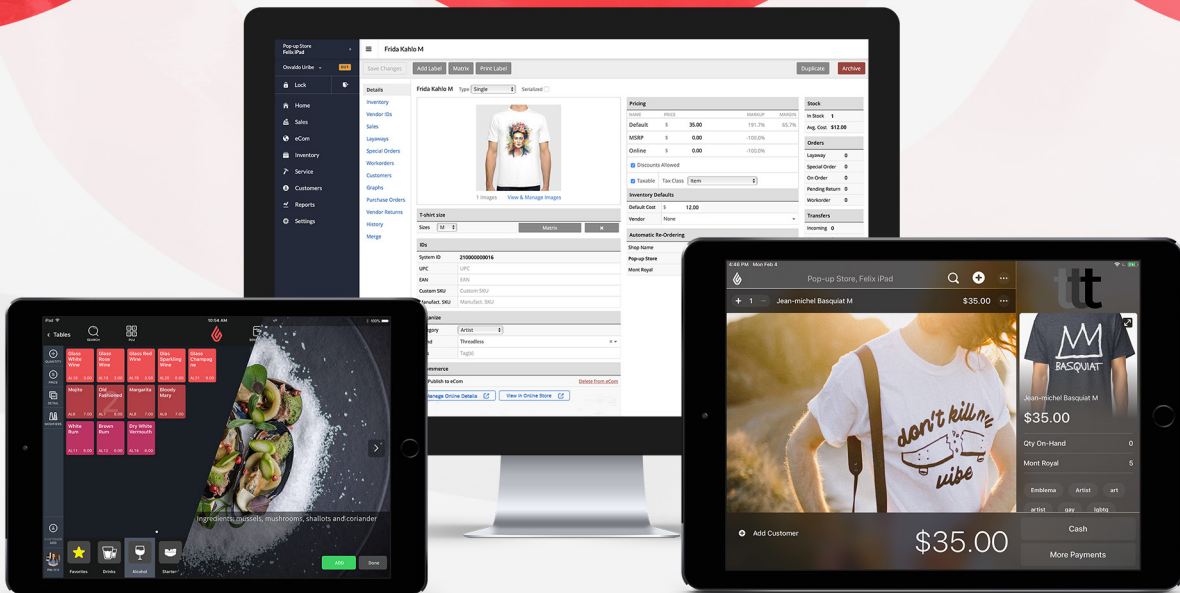




2019



Our story

We set out to develop **a POS system** that would **help small and medium-sized businesses achieve success.**

It's been about much more than transactions; we help entrepreneurs work smarter, make data-driven decisions, and create the best possible experience for their customers.

Since our first product hit the market in 2005, it has evolved into several industry-leading tools that empower retailers and restaurateurs around the world. From our cloud-based omnichannel solution to our powerful analytics platform, and our innovative self-service app for restaurants, we provide software that's designed for the reality of today's business owner.

The end result? On average **our customers grow their sales by 20%** in their first full year on our platform.

“ *We are a company infused with culture, just as much as code.* **”**

— Dax Dasilva, **Founder & CEO**



The numbers

\$13+ billion

Transactions processed annually by
Lightspeed customers

47,000+

Customer locations using Lightspeed
in over 100 countries

700+

Employees from diverse cultures

14

Offices worldwide

1

Head office located in an iconic former grand
hotel and railway station

The leadership



JP Chauvet
President

Dax Dasilva
Founder & CEO

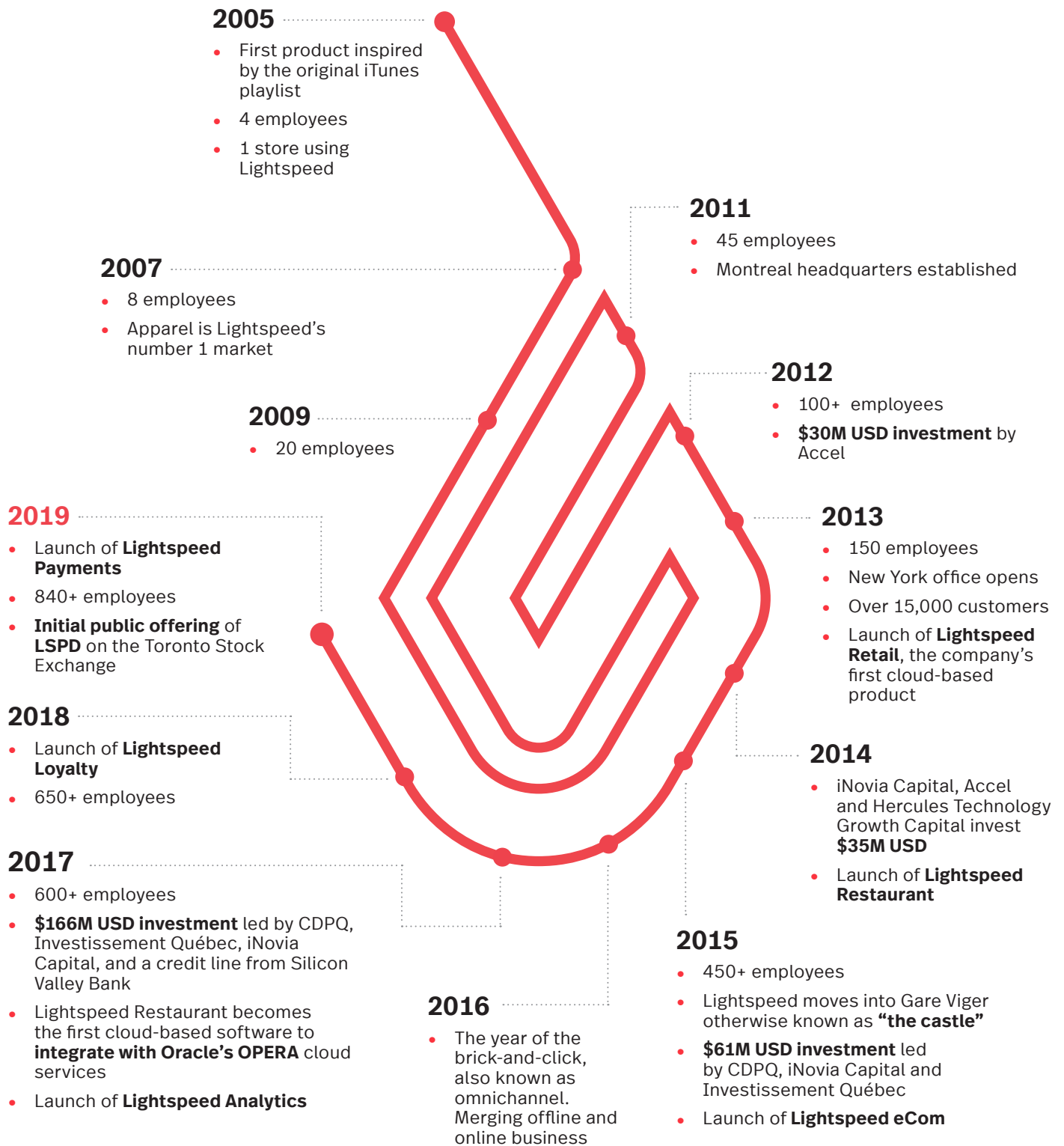
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The milestones



How Lightspeed fuels businesses

Get to know our suite of cloud-based products.

Retail + eCom
Omnichannel

*Fuse your
brick-and-mortar and
online operations to sell
anywhere, anytime.*

Lightspeed Retail

- Robust inventory management
- Built-in customer relationship management tools
- In-depth reporting and analytics
- Single and multi-store business capabilities
- Extensive app network

Lightspeed eCom

- All-in-one eCommerce platform
- No technical skills required
- Advanced security and hosting
- Multi-lingual, multi-tax, multi-currency
- Traffic-driving marketing tools (SEO)
- Customizable themes

Hospitality

*Create a unique experience
for your guests.*

Lightspeed Restaurant

- Solution for bars, cafes, take-out, quick and table-service dining
- Simple to set up, simple to use
- Efficient tableside ordering
- Streamlined communication between the floor and kitchen
- Powerful dashboards and reports
- Integrates with hotel management software (Oracle's OPERA)





Lightspeed Analytics

Connects to Lightspeed's POS and eCommerce platform for deep retail insights and recommendations.

- » Business intelligence software
- » Omnichannel compatible
- » Interactive and user-friendly dashboards
- » Translates data into tips, insights and recommendations
- » Customizable reports and report scheduling
- » View data on inventory, customers and employee performance



Lightspeed Loyalty

Get to know your customers better to keep them coming back.

- » Get valuable customer insights
- » Track promotional efforts
- » Sync directly with Lightspeed POS
- » Get a single view of customer spending habits
- » Run automated campaigns via SMS and email



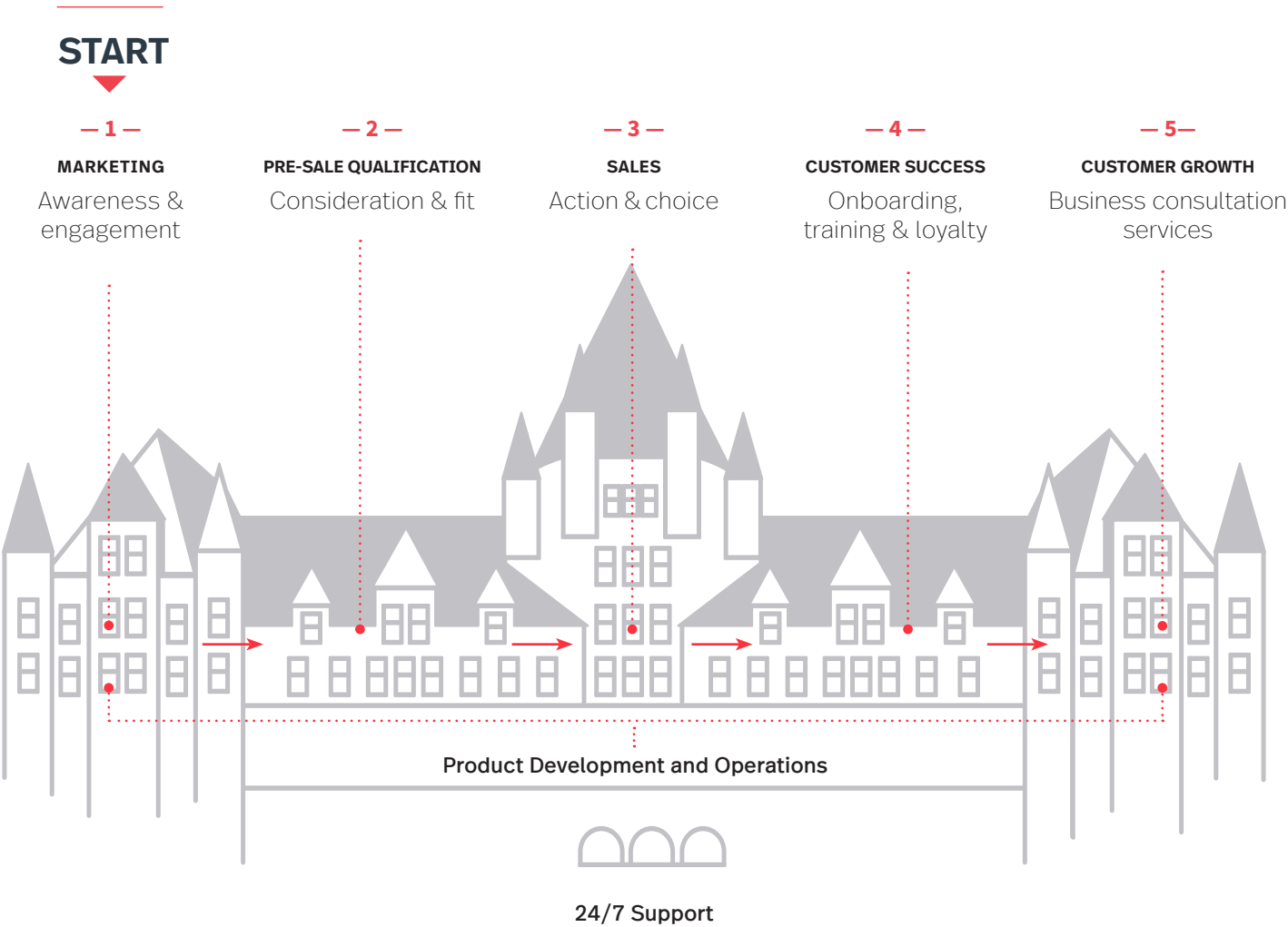
Lightspeed Payments

Everything you need to process sales and get paid in one place.

- » Easily accept payments online and in-store
- » Manage your financials in one place
- » A better experience for you and your customers
- » Fast checkout experience with built-in protection

The Lightspeed customer journey

It's important for us to provide our customers with the best possible experience. Our offices are designed to mirror the customer journey, which guarantees that the relationships we forge and experiences we provide are both meaningful and successful.



The word on the street

“Lightspeed’s ‘omnichannel’ retail solution meets consumer demands.”

— WOMEN’S WEAR DAILY

“Montreal-based POS company Lightspeed hosted a roundtable discussion with five dynamic, independent Canadian retailers [...] the overall takeaway was that the future of independents is optimistic in Canada.”

— RETAIL-INSIDER

“The Canadian tech startup that could be the next billion-dollar breakout.”

— MACLEAN’S

“Dax Dasilva is one of Montréal’s biggest startup success stories, but it’s his social conscious that sets him apart.”

— GLOBAL MONTREAL

“Dream Machine: Lightspeed, which serves mostly small and medium-sized independent retailers, has blazed a trail in Québec’s technology sector that is fast becoming one of the pillars of the province’s burgeoning economy.”

— MONOCLE

“Lightspeed works with cutting-edge retailers.”

— FORBES

“Being able to sit with customers and display our products on the iPad makes the sale more personable.”

— Chris Durkin, LEICA

“Since using Lightspeed’s Omnichannel solution, our online business has increased by over 600%.”

— Mireille Arteau, RICARDO BOUTIQUE & CAFÉ

“The back office is super easy to use, so you can figure out things without any training. I think Lightspeed is using the language everyone is familiar with, so it’s really simple to transmit information to people.”

— Sefi Amir, LAWRENCE

“It’s really starting to create a more intimate check-out process. When we have a big computer between us with a big desk, it doesn’t feel right.”

— Dakota DiSanto, DASH

“I love how Lightspeed is an all-in-one package that is not only beautiful, but also so easy-to-use. New employees who start are up and running in a day!”

— Ariel Bruck, DANIELLE B JEWELRY