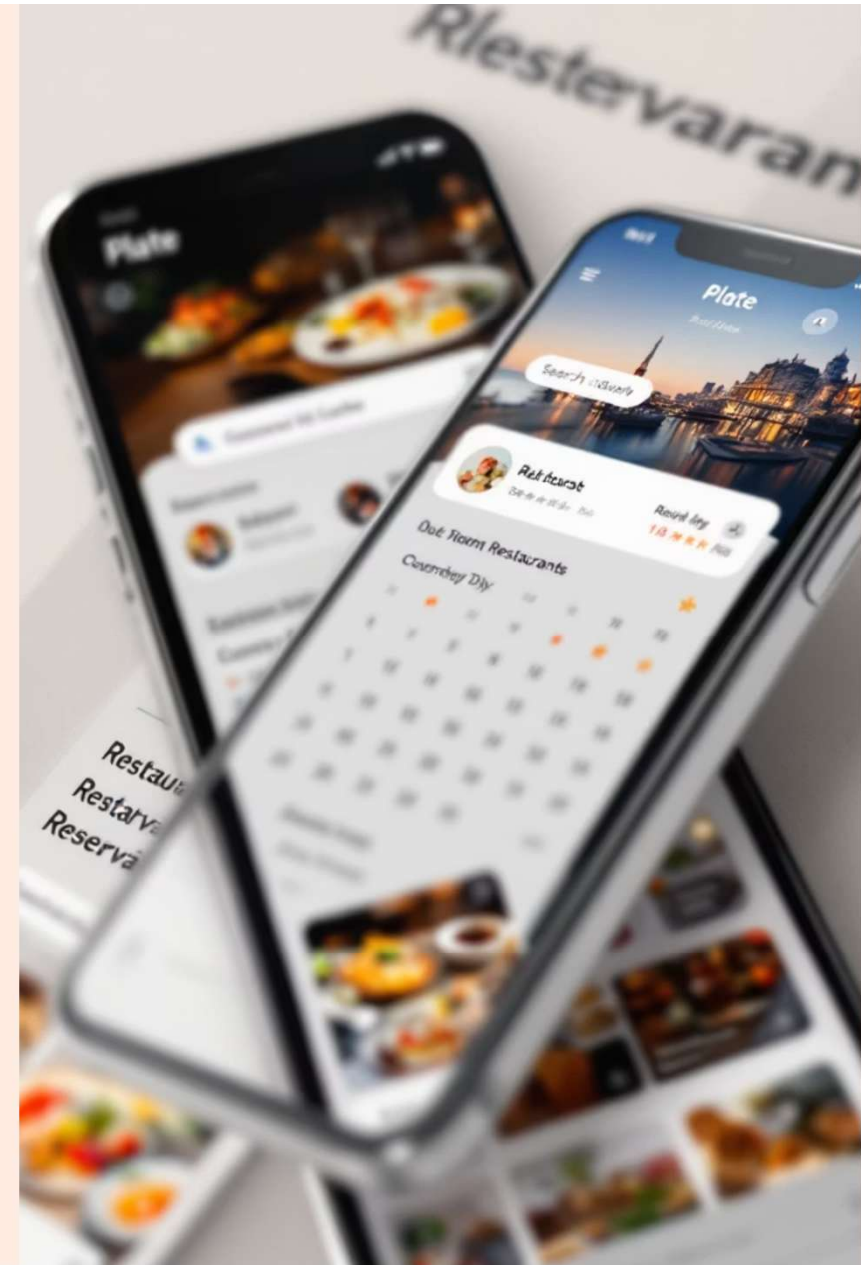


Plate: Quick Bookings, Big Flavors

Skip the call, skip the wait.



The Challenges Facing Lebanese Restaurants Today

Many restaurant owners and managers face persistent operational hurdles that impact profitability and customer satisfaction. These challenges often lead to missed opportunities and inefficient management.

Empty Weekdays & Lost Revenue

Struggling to attract new clients and fill tables, especially during off-peak hours, leading to significant untapped potential.

Lack of Customer Insights

Limited or no customer data makes personalized marketing and service difficult, hindering repeat business and effective outreach.

Ineffective Marketing Spend

Difficulty in measuring the direct impact of marketing efforts, resulting in suboptimal allocation of resources and unclear ROI.

High No-Show Rates

Last-minute cancellations and no-shows significantly impact table turnover and overall daily revenue, creating operational inefficiencies.

Plate: Your All-in-One Restaurant Solution

Plate offers a comprehensive suite of features designed to address your core challenges, streamline operations, and enhance the diner experience.

AI SmartAssign™ & Personalization

Optimize table assignments and offer personalized dining suggestions for every guest.

Instant Online Reservations

Seamless booking with optional card guarantee or smart rating to reduce no-shows.

Integrated Marketing Tools

Reach diners effectively through in-app banners, push notifications, and email/WhatsApp campaigns.

Universal Loyalty Program

Boost repeat visits and foster a stronger network effect across participating restaurants.

Advanced Booking Analytics

Gain deep insights into booking trends, guest preferences, and marketing performance.

The Plate Restaurant Manager App: Your Command Center

Manage your restaurant efficiently with our intuitive, all-in-one app designed for front-of-house and back-of-house operations.



Real-time Dashboard

Live table view, upcoming guests, walk-in management, and waitlist features for seamless service.



Comprehensive CRM

Detailed customer profiles to personalize service and track dining history.



Integrated Analytics

Access vital booking, guest, and loyalty program performance data.



Marketing & Reviews

Track marketing ad performance and manage customer reviews directly from the app.

How Our Loyalty Program Works: Plate Points

Our unique loyalty program incentivizes customer loyalty and helps you fill tables, especially during quieter periods, without burdening your budget.

1 Baseline Points

Restaurants fund a baseline of 100 points (approx. \$1.5 USD) per reservation, only when the guest successfully completes their booking and dines.

2 Off-Peak Boosts

Offer additional bonus points during off-peak hours to quickly fill seats and maximize your capacity.

3 Universal Redemption

Guests earn and redeem points across any restaurant in the Plate network, creating a larger ecosystem benefit for all.

The restaurant's only contribution is 0.015 per point funded, making this an affordable and effective way to drive customer loyalty.

Transparent & Flexible Pricing

Plate offers two simple pricing tiers designed to fit your restaurant's needs and scale with your success.

Lite Plan

\$50 / month

- \$1 per cover
- \$0.5 per widget booking

Pro Plan

\$130 / month

- Unlimited Free Bookings

Covers: A 'cover' refers to a seated diner. Charges apply only when a guest successfully dines.

Widget Bookings: Bookings made directly through your restaurant's website using the Plate booking widget.

Tailored Solutions: Plate Lite vs. Pro

Choose the Plate plan that aligns with your operational needs, from essential booking management to a full suite of advanced tools.

Plate Lite: Essential Bookings

The Lite plan provides fundamental features for restaurants looking to streamline online reservations and manage incoming bookings efficiently.

- Receive online bookings directly via the Plate app.
- Ability to accept or reject reservation requests.
- Simple and cost-effective entry point for digital bookings.

Plate Pro: Complete Command Center

The Pro plan unlocks Plate's full power, integrating advanced management tools to optimize your entire restaurant operation.

- Full access to the Plate Restaurant Manager App.
- Real-time floorplan and table management.
- Comprehensive Guest CRM for personalized service.
- Integrated marketing tools and review management.
- Advanced booking analytics and AI SmartAssign™.
- Universal Loyalty Program integration for increased retention.

Why Plate Stands Out in the Lebanese Market

Plate is more than just a booking system; it's a strategic partner committed to your success in the unique Lebanese hospitality landscape.



Local Expertise & Support

Our in-house Lebanese team provides real-time, localized support, understanding your specific needs and challenges.



Cost-Effective Widget Bookings

Enjoy free or discounted direct bookings through your website, maximizing your profitability.



Pioneering AI Technology

The only platform with AI-driven features like SmartAssign™, optimizing operations and personalization.



Large Network & Features

Benefit from our growing network of diners, plus unique in-app social features to boost engagement.

Exclusive Early Adopter Offer

As one of the first restaurants to join the Plate family, you'll unlock unparalleled benefits designed to kickstart your success with zero upfront risk. But hurry, this offer won't last long!

6 Months Free Subscription

Experience Plate's full suite of features at no cost for your first half-year.



Free Hardware

Get the essential tools to start using Plate right away, on us.



1 Week Free Banner

Showcase your restaurant with a complimentary in-app banner

1 Week "New on Plate" Feature

Gain prime visibility as a featured new restaurant

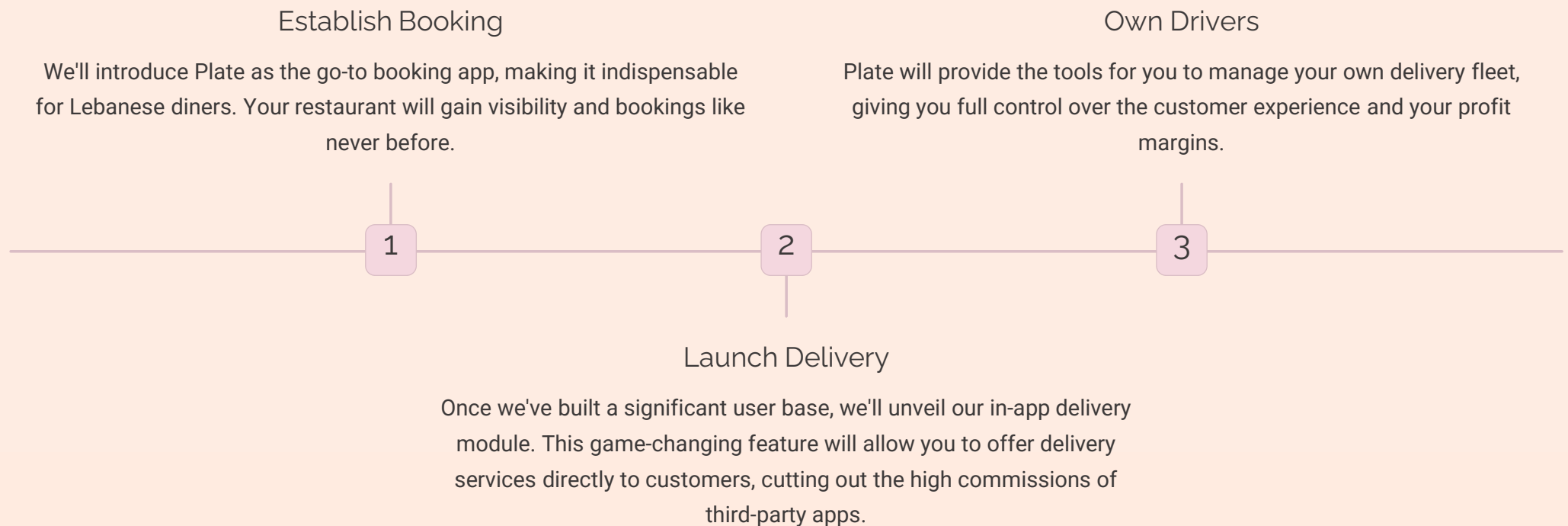


2000 Loyalty Points Credit

Boost your initial loyalty program with a generous points injection.

Plate: The Exclusive Path to Growth

We're pioneering a revolutionary platform that will transform the restaurant industry in Lebanon. As an early adopter, you'll gain a crucial first-mover advantage.



By joining Plate early, you'll cement your restaurant's position as a leader in this transformative new ecosystem. This is an exclusive opportunity that won't last long - secure your spot today.

Let's Fill Every Table
Together.