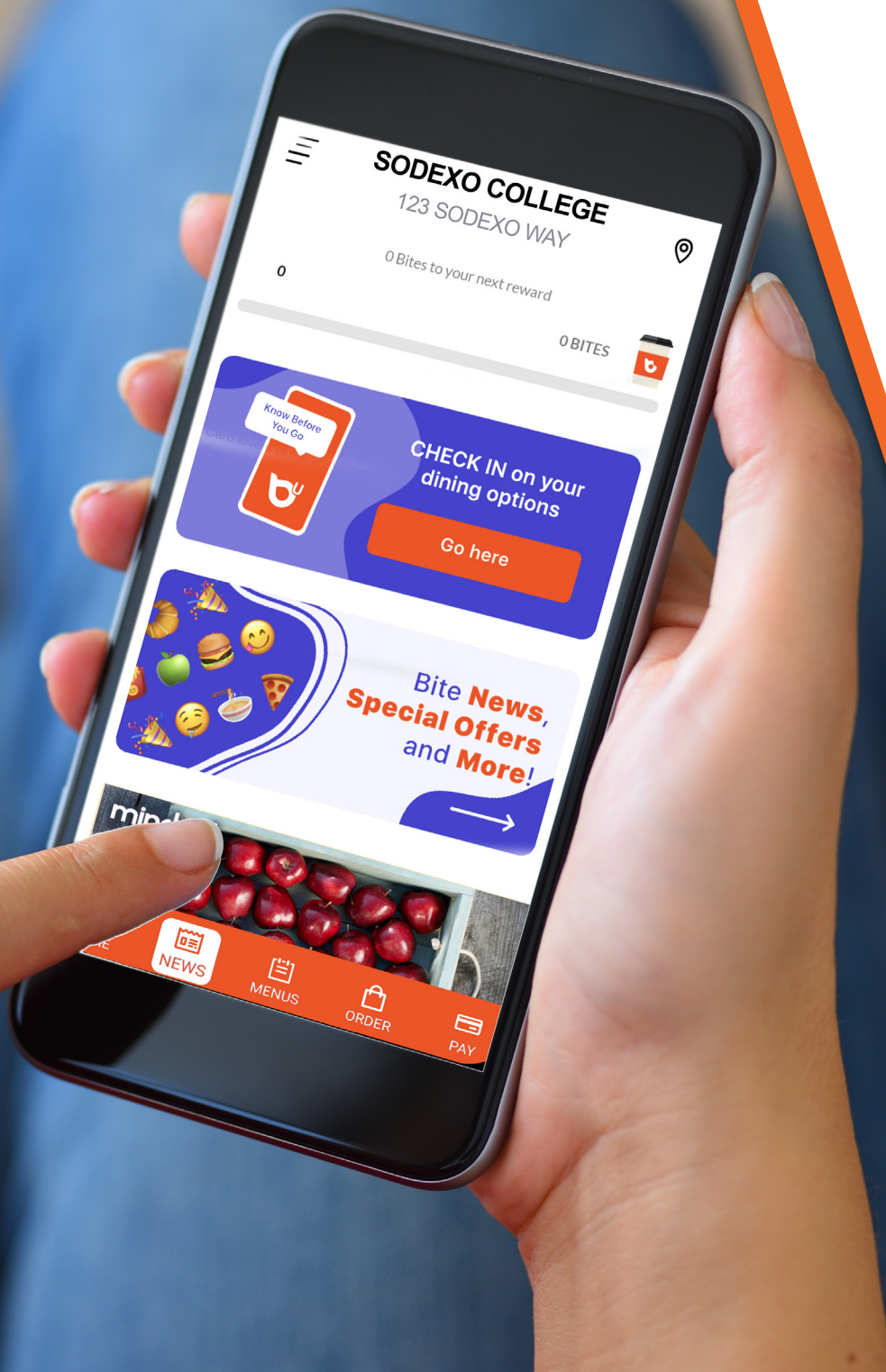


The App Changing Dining **On and Off** Campus

Enabling an omni-channel
experience for today
and tomorrow





The Business Case

The needs of today's Gen Z and rapidly rising Gen Alpha are challenging the age-old service delivery models on today's college and university campuses. Gen Z'ers don't know the world without the internet, and they live on social media. They do not use email, don't watch ads in a traditional sense, and build brand loyalties based on the views of influencers.

Combine the challenges presented during 2020 and the COVID era and successfully engaging these consumers in a safe and effective way on campus seemed impossible.

Enter Bite for Universities

Sodexo has built a robust platform that ushers in the next generation of both mandatory and voluntary meal plans, and merges the economic underpinnings of the sharing, personalization, replenishment, and service business models.

Bite for Universities leverages the best-in-class experiences across Click & Collect/Delivery that students find in the marketplace, including data privacy and banking security, but in a single application for on campus and the surrounding area. Speed to market for deployment is achieved by bolstering the application's foundation through the e-commerce capabilities already built into the SodexoMyWay platform.

At the intersection of Gen Z/Alpha as a consumer, digitization, and the rapid shift in the gig economy, several major themes emerge and were used to draw insights for developing Bite for Universities and new business models:

1

Sharing Economy

The Next-Generation Rental Market

Convenience and experience over ownership at a fraction of the price

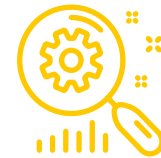


2

Personalization Economy

"Surprise Me" Subscriptions

Curated products tailored to the individual and automatically delivered



3

Subscribe and Reload

"Never Be Without"

Flexibility and convenience with built-in reward benefits and ability to easily replenish your wallet



4

Services Economy

"Do it for me"

Services are outsourced to someone else to do the heavy lifting



An Omni-Channel Student Experience

By creating a seamless, omni-channel approach, using a suite of touchpoints, we are elevating the experience for the student, while maintaining a sense of connection on campus.



Disrupting the Disrupted Campus Dining Market

Nothing was certain for fall semester 2020, but what we did know paved the way for innovation on campus. First, there was the need to adhere to strict social distancing rules directed by state and local authorities and second, any model for reopening would need to be nimble and able to change direction throughout the semester. Bite U quickly became a go-to companion tool for a safe return to campus plan.

Mobile Pay + On Your Way

No lines, no fuss, no hassle - Bite U gets the job done, whether it allows for the use of traditional meal plans, stored balance plans, or flexible subscriptions. BitePay can stand alone or seamlessly integrate with Transact and CBORD card management systems.

Card System Integration | Multiple Tender Types

In a tight economy, giving students more opportunity to use their meal plan in the way they want to use it adds real value to their experience on campus. Bite U's integration seamlessly mirrors the hierarchy of tenders defined inside the card system, helping maximize how meal plan dollars can be used.

Real Earnings | Real Rewards

Automatically enrolled in loyalty upon app download, students earn benefits right away. With every qualifying order, students receive points that can be used for discounts and rewards.



Easy Ordering | Quick Pick Up | Delivery

Place a to-go order in Bite U, and then drop in to pick it up or have it delivered.

What's to Eat + Where to Find It

Full visibility of what is at the dining hall, deli, or coffee shop. If it's on campus, it's in Bite U.

Pay In-store

With a robust wallet, Bite Users have the ability to pay for their purchases in-app, as well as contactless pay in-store, using either the Bite App or their actual wallet, including ApplePay, GooglePay, and SamsungPay.

App Support On-Demand

Customer service is supported by a remote team that actively engages with students as a first line of defense directly from the app and can escalate with the on-site team, as necessary.



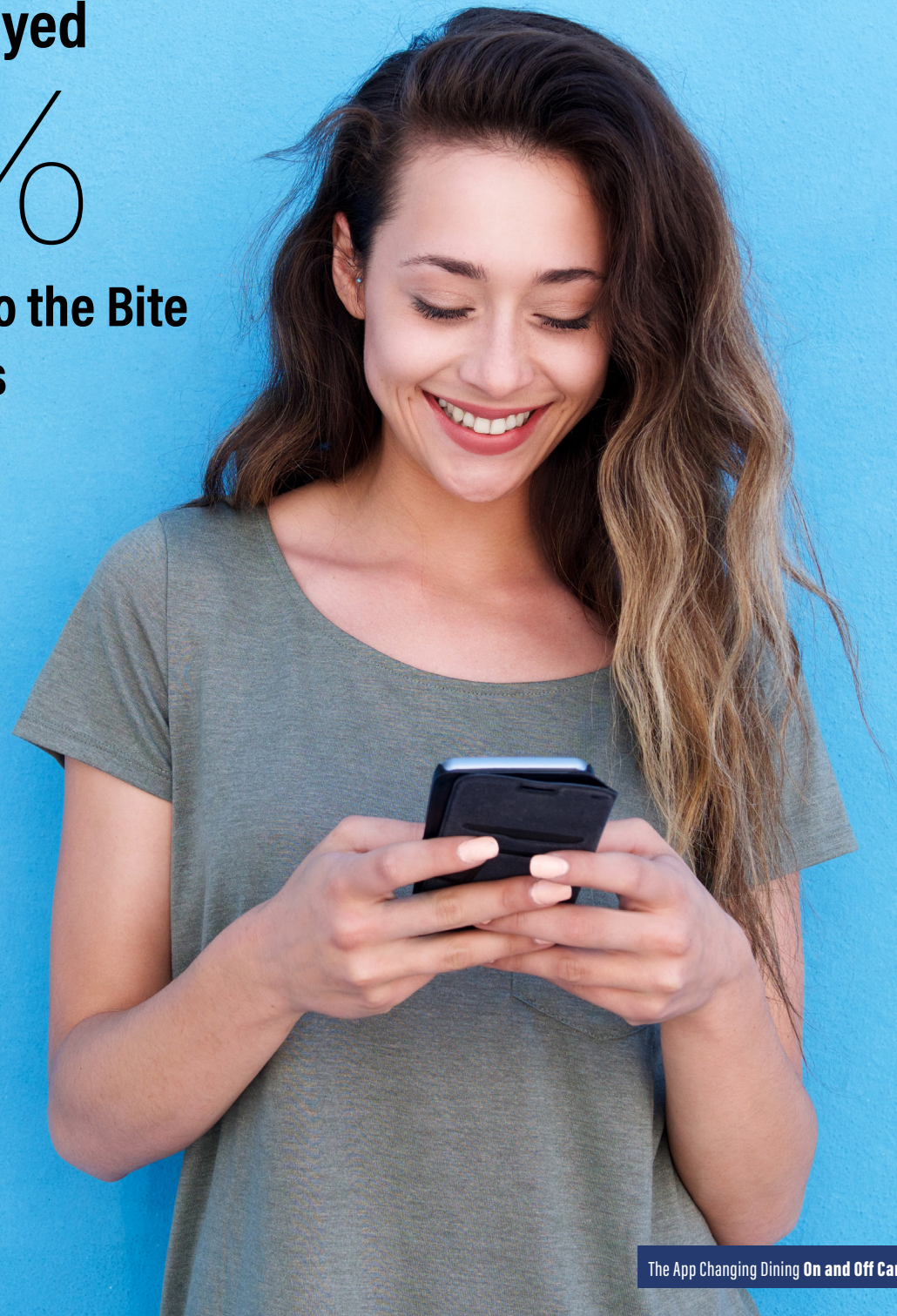
Sodexo deployed

60%

of its portfolio to the Bite
App in 3 months



150k
downloads in
the first month
across all adopted locations



Agility + Innovation = The New Normal

The meal plan, and how it works with campus cards, will never be the same. Bite is comprised of the elements below, bringing the customer's wants and needs to the forefront of the campus experience. The Bite U app really is easy to use and has been designed with users in mind. Student focus groups helped us identify what's important: a fun interface, simple navigation, opportunities for feedback, and an entire new channel for student engagement."

Traditional On-campus High (Main) Street Retail

Sodexo Signature and National Concepts – Those students who are on and off campus can order in-store or in-app, then arrange for pick-up or delivery.

Dark Kitchens

Also known as virtual kitchens, cloud kitchens, ghost kitchens, and delivery-only restaurants, dark kitchens offer a flexible way to drive menu variety with lower capital investment.

A Robust Delivery Network

Powered by Postmates and directly integrated in Bite, delivery extends the reach of on-campus operations safely to neighborhoods surrounding campus.



POSTMATES

Top of Mind Wellness

Keep wellness top of mind by connecting with the Mindful community and get allergen support through menu and nutritional information. Users can highlight/hide recipes with the top 8 allergen items and/or mindful/vegan/vegetarian options.



Meal Kits by HelloFresh

With HelloFresh, students just go online and browse the latest recipe ideas, and all-inclusive kits come straight to students' doors ready to assemble.



Grocery Delivery

Delivered straight to door and paid through the subscription plan, grocery delivery is a great option for students on or off campus.

Affiliate Restaurants

Students love local favorites, and businesses rely on the positive economic benefit of serving the campus population.



“Adding online ordering at William & Mary is a great value-added service for our students on the meal plan, especially under our current operating conditions. I was impressed with how quickly Sodexo, Cbord, W&M Tribe Card Services and W&M IT worked to get locations up and running for the fall and look forward to adding additional locations in the future.”

**Cindy Glavas, Director Auxiliary Services,
The College of William & Mary**



100%



equipped with a robust and flexible
in-app wallet with Bite Pay

TRANSACT



cbord®

Seamless integration and solid engagement
powered by:

- Full integration (certified partners with Transact, formerly Blackboard, and CBORD) allowing for traditional point/swipe plans and declining balance
- Native stored value instrument that runs under a VISA private label product issued by Trove
- Built-in loyalty with no extra sign ups or accounts to manage
- Fully usable in-app or in-store with ApplePay, Samsung, Google Wallets

Campus life
+ Bite =
**Easy, Safe and
Convenient
Dining Options**



Learn more about Sodexo's digital retail and services products, plus our complete range of programming at

www.sodexorise.com

Email: universities.us@1.sodexo.com

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