Dunkin’ Donuts Perspective on Digital Payments

EPRG Contactless Forum

AMERICA RUNS ON DUNKIN’™

Dunkin’ Donuts®
About Dunkin’ Donuts

- Locations: 7,200+ in 30 countries; 6,000 in the US
- Largest coffee & baked goods chain in the world…sell nearly 1B cups of coffee per year
- 100% Franchised
- POS
  - 65% Sharp
  - 10% Radiant
  - 25% Other
- Growth Strategy:
  - US: Go West, with 10,000 US shops by 2010
  - Int’l: Go East with focus on Asia
Our Position on Digital Payments

• Payments have become an important strategy as it helps us to deliver our core value of “quick quality”

• Haven’t moved aggressively to contactless because there is little consumer demand – been more of an issuer / association push

• We are building our long-term payments plan with consideration for pin debit, prepaid/stored value, contactless, RFID, mobile, and loyalty

• Requires significant franchisee investment in POS, and the business case needs to be sound
What We Need From the Stakeholders

- Customers: critical mass adoption of emerging digital payments technologies
- Processors: multi-platform, integrated, and secure processing solutions
- Card Associations: the business case
- Banks & Telcos: standardization for NFC processing
- POS / Hardware Mgfrs: cost effective solutions
Where We’d Like To Be

Integrated Payment / CRM Device(s)

Stored Value + ACH + Credit Card

Loyalty Platform