

Dunkin' Donuts Perspective on Digital Payments

EPRG Contactless Forum



AMERICA RUNS ON DUNKIN'SM



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 Mgrs: cost effective solutions

Where We'd Like To Be



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**Integrated Payment /
CRM Device(s)**

Stored Value

ACH

Credit Card

Loyalty Platform