The Total Economic Impact™ Of Outdoor Digital Menu Boards

Through two customer interviews and data aggregation, Forrester concluded that Samsung Outdoor Digital Menu Boards have the following five-year financial impact.

INCREASE IN PROFIT

- 9.1% Increase in drive-thru volume
- 2.5% Increase in average order value
- 2% Increase in conversion for promotions

“Outdoor digital menu boards give us more flexibility to manage our menu and what we promote.”

VP of Technology

REDUCTION IN COSTS

- 5% decrease in monthly food waste
- 5.75% reduction in average wait time
- 17 fewer hours spent updating and auditing menus each month
- $30,000 savings in annual printing costs at each store

SUMMARY OF BENEFITS

<table>
<thead>
<tr>
<th>Location</th>
<th>ROI</th>
<th>NPV*</th>
<th>PAYBACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 locations</td>
<td>196%</td>
<td>$1.65M</td>
<td>11 months</td>
</tr>
<tr>
<td>200 locations</td>
<td>229%</td>
<td>$34.6M</td>
<td>9.5 months</td>
</tr>
<tr>
<td>2,000 locations</td>
<td>257%</td>
<td>$358M</td>
<td>8.3 months</td>
</tr>
</tbody>
</table>

This document is an abridged version of a case study commissioned by Samsung titled: The Total Economic Impact Of Samsung Outdoor Digital Menu Boards, December 2016.

*Net Present Value

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