

Press Kit





About orderbird

orderbird (www.orderbird.com) offers intuitive software solutions and complementary services for independent restaurateurs and SMBs in Germany, Austria, Switzerland and France. The company's more than 15,000 active Software as a Service (SaaS) licenses make it the hospitality industry's market leader for iPad POS solutions in German-speaking countries (Germany, Austria and Switzerland). With orderbird PRO, restaurants, cafés and bars can easily and intuitively take mobile orders, flexibly create invoices and generate tax compliant reports with one click.

With the orderbird MINI, the mobile all-in-one POS system, orderbird expanded its range of products. The smart Android solution combines POS software, card reader, receipt printer and barcode scanner in one device and fulfills all requirements of the German fiscal laws (KassenSichV).

orderbird was founded in 2011 and today employs more than 120 people in Berlin and Vienna. In 2022, orderbird became part of the leading European PayTech Nexi Group.

Management-Team



Mark Schoen Chief Executive Officer



Jakob Schreyer Chief Strategy Officer and Co-Founder



Frank Schlesinger Chief Technology Officer



David Feichter Chief Product Officer



Peter Helf Chief Financial Officer

At a glance

15 000 + active licenses

127,559,780 invoices processed each year for customers

300 average number of new customers each month



Time-line

1/2 2010



The idea

The initial idea for orderbird came to one of our founders over ten years ago. As a professional cash register dealer and Apple aficionado, Bastian wondered why it wasn't possible for cash registers to be just as easy and intuitive to use as Apple devices. Bastian's idea came at just the right time: In 2010, after the release of the iPod Touch and iPhone, Apple launched the iPad.

Encouraged by the new technology, Bastian brought his three friends, Jakob, Artur and Patrick, on board. Their common goal: infuse a breath of fresh air into the hospitality market! Small businesses would finally have access to the technology and analytics of the big market players.

The first prototype

The first prototype of the founders' innovative iPad POS system hit the ground running at the reopening of the famous P1 club in Munich.

The four founders were able to acquire their first customer with a practical application, and word of the "waiters with iPhones" spread quickly.





2011

2/2

orderbird

With the founding of orderbird in Berlin in March 2011, the hospitality and cash register industry would be turned on its head with Germany's first iPad-based POS.

Since then, orderbird has been offering its customers professional, easy-to-use POS systems and add-on products, providing a flexible alternative to the costly and paperwork-intensive predecessors.





Today

The solution has proved successful. With over 15,000 active Software as a Service (SaaS) licenses, orderbird is the market leader for iPad POS systems in the German-speaking, hospitality industry. With more than 120 employees,

the orderbird team is united by a passion for hospitality and local businesses and our mission:

Make neighbourhood businesses more successful!

order bird PRO

orderbird PRO: How it works

1/2

orderbird PRO is cash register software for iPad, iPod touch and iPhone. Whether taking orders at the table, automating processes for dockets and dining course timing or printing receipts at multiple locations within the restaurant, orderbird PRO offers restaurateurs a secure, digital POS solution tailored to their hospitality needs.





△ 100 % tax office compliant

orderbird PRO fulfils the legal requirements for tax office compliance and tamper-proof cash management in accordance with GoBD and the KassenSichV - this is assured by the KassenSichV guarantee. Due to the integrated Online TSS, all transactions are stored in compliance with the tax authorities, and receipts are provided with the necessary legal information.

extstyle ext

MY orderbird facilitates restaurant and bar management and offers business insight – anytime, anywhere. With key figures, reports and graphical evaluations, business development becomes transparent and controllable. Exports can be sent to tax consultants or auditors with

Cashless payment

Whether paying with an EC card, a credit card, contactless, or with a smartphone, Pay enables cashless payment without a base fee, minimum turnover or contract period.



order bird PRO

2/2

the push of a button.

Digital cash book

The fully integrated and digital cash book of orderbird PRO is 100% tax office compliant, simplifying book keeping and enabling 'push of a button' reporting for fiscal audits.

Mobile ordering

Service staff take orders with mobile devices and send them wirelessly in real-time to the kitchen or the bar. This reduces walking distances and staffing costs while increasing service quality and sales by up to 20%.

(Automatic course control

With the course control system, each dining course reaches guests with pinpoint accuracy. The counter, bar and kitchen know immediately which tasks they have to process and when. This improves course timing, waiting times are reduced and customer satisfaction increases.

Tables overview

The floor plan view on orderbird's iPad solution provides service staff with a constant overview of every table. The shape of tables can be easily adapted, numbers can be assigned and availability checked instantaneously.

A Guest Management

The guest turbo for increased sales!

The guest management packages from orderbird include numerous functions to boost engagement with customers and staff. Some examples are: an online reservation system, remote ordering via an online menu, voucher management, guest marketing and shift planning.

Effective guest management helps restaurateurs reach more guests, increase customer satisfaction and optimises the use of restaurant capacity - leading to a growth in daily sales.





1. orderbird PRO | iPad cash register with 3. Kartenzahlung | Cashless printer and card reader

payments via NFC with Pay

2. MY orderbird | Back-office managment tools with data analyitics

orderbird MINI: How it works

1/

orderbird MINI is a handheld POS system, not larger than a card terminal. With orderbird MINI, products are easily created and edited, the checkout process is simplified and merchants can effortlessly print receipts that are compliant with tax regulations. All this can be done on the go and at any location. orderbird MINI was developed especially to meet the requirements of retail, service providers, creators and mobile hospitality.

♦ Intuitive software

orderbird MINI is delivered ready to go and was designed with an intuitive user interface. The POS software always remains up to date due to the free updates from orderbird.

Payment options easily integrated

Pay is already integrated with the orderbird MINI and provides a way to accept all types of payments, whether the customer pays in cash, with credit card or contactless via NFC. The merchant can enjoy this payment flexibility without a base fee, minimum turnover or contract period.

order bird MINI

Mobile receipt printing everywhere

With the integrated receipt printer, orderbird MINI produces tax office-compliant receipts whether you're in the store, at an on-site appointment or at a market. Due to the Online TSS, each receipt contains all the necessary information of the German "Belegausgabepflicht" (obligation to hand out receipts).

△ 100% tax office compliant

With its integrated Online TSS, the orderbird MINI fulfils all legal requirements for a tamper-proof cash register in compliance with the GoBD and the KassenSichV. This is supported by orderbird's KassenSichV guarantee.

∠ Everything under control

MY orderbird is also available for the orderbird MINI and offers business management and insights – anytime, anywhere. Key business figures, reports and graphical evaluations are all there, giving retailers, creators and service providers the tools to make educated business decisions. Tax exports facilitate smooth cooperation with tax consultants and the tax office.





Awards



We are 100% tax compliant and our quality management is **TÜV** certified.



The German Gastro Founder Award

Since 2014, orderbird, together with the Leaders Club and Internorga, has awarded creative concepts from gastro founders in the DACH region every year.



We are awarded by pöppl + partner as a **price-performance winner**.