



Momentum For BOHA! Solutions Use In The Convenience Store Market Continues With New Order With Another Regional Chain

February 4, 2020

Annual Recurring Revenue Per Unit is Estimated at \$1,200 per year

HAMDEN, Conn.--(BUSINESS WIRE)--Feb. 4, 2020-- TransAct® Technologies Incorporated (Nasdaq: TACT) ("TransAct" or "the Company"), a global leader in software-driven technology and printing solutions for high-growth markets, today announced that it has secured another new BOHA!™ agreement with a growing regional convenience store chain for deployment of the BOHA! system at 100 of their locations. The company believes all 100 locations will go live this year.

The complete system deployment will include the BOHA! Labeling SaaS-based app and TransAct Enterprise Management System ("TEMS") alongside the BOHA! Terminal as well as TransAct Premier Express Service and Transact specifically designed labels. The regional convenience store company will use the BOHA! ecosystem to support their fresh food program and to ensure FDA labeling compliance. TransAct estimates the total annual recurring revenue per unit ("ARPU") per site will be \$1,200 per year.

"Convenience stores are experiencing revenue growth as they introduce fresh food offerings to their customers. As part of their initiative they need to be able to comply with specific FDA labeling requirements. Our BOHA! system solution is built to ensure convenience store operators have a simple and reliable way to ensure FDA labeling compliance, food safety and improve productivity for employees managing fresh food offerings," said Bart C. Shuldman, Chairman and CEO of TransAct Technologies. "We believe BOHA! Labeling and TEMS will be immensely helpful to the convenience store market as more and more companies look to grow their revenue with fresh food offerings."

BOHA! is the first single-vendor solution to combine applications for Food Safety Labeling, Temperature Monitoring of Food and Equipment, Inventory Management, Timers, Food Recalls, Checklists & Procedures, Equipment Service Management and Delivery Management in one fully-integrated platform. Each BOHA! solution combines cloud-based SaaS applications with hardware and accessories to deliver superior results for critical back-of-house operations. BOHA! offers a one-stop solution for restaurants and food service companies to address their current back-of-house operating requirements while providing a future-ready platform capable of addressing back-of-house operations as they continue to evolve. BOHA! Terminal includes TEMS (TransAct Enterprise Management System) to ensure only approved apps and functions are available on the device.

For more information on the Company's BOHA! ecosystem, please visit www.transact-tech.com/restaurant-solutions/boha.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated is a global leader in developing software-driven technology and printing solutions for high-growth markets including food service, casino and gaming, POS automation, , and oil and gas. The Company's solutions are designed from the ground up based on customer requirements and are sold under the BOHA!™, AccuDate™, EPICENTRA®, Epic®, Ithaca® and Printrex® brands. TransAct has sold over 3.3 million printers and terminals around the world and is committed to providing world-class service, spare parts and accessories to support its installed product base. Through the TransAct Services Group, the Company also provides customers with a complete range of supplies and consumable items both online at <http://www.transactsupplies.com> and through its direct sales team. TransAct is headquartered in Hamden, CT. For more information, please visit <http://www.transact-tech.com> or call (203) 859-6800.

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Forward-Looking Statements

Certain statements in this press release include forward-looking statements. Forward-looking statements generally can be identified by the use of forward-looking terminology, such as "may", "will", "expect", "intend", "estimate", "anticipate", "believe" or "continue" or the negative thereof or other similar words. All forward-looking statements involve risks and uncertainties, including, but not limited to, customer acceptance and market share gains, both domestically and internationally, in the face of substantial competition from competitors that have broader lines of products and greater financial resources; our competitors introducing new products into the marketplace; our ability to successfully develop and introduce new products and the acceptance of such products in the marketplace; our dependence on significant customers; our dependence on significant vendors; dependence on contract manufacturers for the assembly of a large portion of our products in Asia; our ability to protect intellectual property; our ability to recruit and retain quality employees as the Company grows; our dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe, Latin America and Asia; the economic and political conditions in the United States, Australia, New Zealand, Europe, Latin America and Asia; marketplace acceptance of new products; risks associated with foreign operations; the availability of third-party components at reasonable prices; price wars or other significant pricing pressures affecting the Company's products in the United States or abroad; risks associated with potential future acquisitions; the risk that our new line of food safety and oil and gas products will not drive increased adoption by customers; and other risk factors detailed in TransAct's Annual Report on Form 10-K and other reports filed with the Securities and Exchange Commission. Actual results may differ materially from those discussed in, or implied by, the forward-looking statements. The forward-looking statements speak only as of the date of this release and the Company assumes no duty to update them to reflect new, changing or unanticipated events or circumstances.

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