



## TransAct Secures BOHA! Solutions Upgrade Order for Regional Convenience Store Operator

January 21, 2021

*Annual Recurring Revenue Per Unit is Estimated to be at least \$1,400 per year.*

HAMDEN, Conn.--(BUSINESS WIRE)--Jan. 21, 2021-- 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 a new order from an existing labeling customer to upgrade to the full BOHA! ecosystem. The company has deployed the BOHA! system in 19 locations and will continue to deploy the BOHA! system across approximately 215 stores as they expand their fresh food offerings.

"This upgrade comes from an adopter of our previous generation of labeling system, and we could not be more pleased that this customer has chosen TransAct yet again to take their operations into the future with our industry leading BOHA! ecosystem. The ability of our BOHA! Terminals to manage menu updates remotely, design grab and go labels, update SOP documents, and run reports were key factors in the decision to upgrade, demonstrating how adaptable our system is to specific customer needs and provide information essential to running any fresh food program," said Bart C. Shuldman, Chairman and CEO of TransAct Technologies.

The complete system deployment will include BOHA! Labeling and BOHA! Media Manager alongside the BOHA! Terminals. This regional convenience store chain will use the BOHA! ecosystem to support the expansion of their fresh food offering as well as provide on-the-fly menu and labeling updates to existing stores. TransAct estimates total annual recurring revenue per unit ("ARPU") per site will be at least \$1,400 per year, and will also include one-time revenue of at least \$800 per unit.

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 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. BOHA! Terminal TEMS ensures 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/m/restaurant-solutions/](http://www.transact-tech.com/m/restaurant-solutions/)

### 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™, EPICENTRAL®, 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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