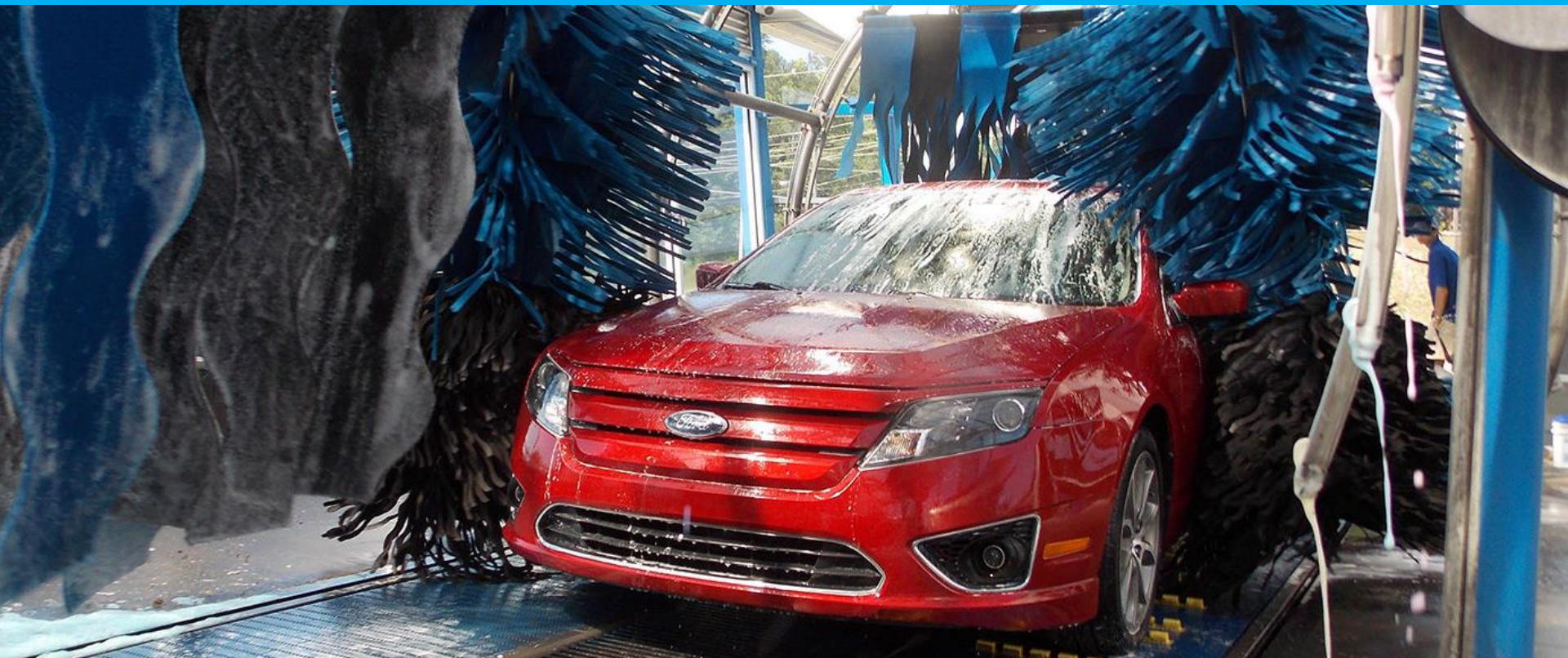


The logo for Washlink Systems is contained within a white rounded rectangle. It features a blue stylized swirl icon above the word "washlink" in a bold, lowercase sans-serif font. Below "washlink" is the word "SYSTEMS" in a smaller, all-caps sans-serif font.

washlink  
SYSTEMS

The Ultimate Car Wash Marketing and Sales Platform



INTERNATIONAL  
CARWASH  
ASSOCIATION®

[www.washlinksystems.com](http://www.washlinksystems.com)



# Introduction

**Today's  
Car Wash**



**washlink  
SYSTEMS**  
**Car Wash Software Platform**  
Designed to *Modernize* and  
*Grow* Your Car Wash Business



**Tomorrow's  
Car Wash**



INTERNATIONAL  
CARWASH  
ASSOCIATION®



**Top-Tier Talent + Partnerships + Experience**

# The Problem

*The majority of car washes are leaving money on the table...*

-  **Cash Flow Too Dependent on Weather**  
No Consistent Means of Generating Revenue and Repeat Business
-  **Membership Technology Issues**  
RFID Tags on Newer Vehicles, License Plate Scanners Not 100% Accurate
-  **Rising Competition**  
More Car Washes Opening, Express Tunnels, How Will You Differentiate Your Wash?
-  **Inefficient Processes + Tools**  
Plastic Fleet / Loyalty Cards, Time Consuming Fleet Account Management
-  **Lack of Marketing and Automation**  
Ineffective Print Coupons and Ads, Minimal Customer Outreach and Follow Up
-  **No “Fun Factor” or Retention Mechanisms**  
Modern Consumers Like to Be Entertained and Like to Be Rewarded for Loyalty

60%

Of Self Serve Car Washes Have No Customer Loyalty Program\*

\*Professional Carwashing and Detailing 2017 Industry Report



# Solution Overview

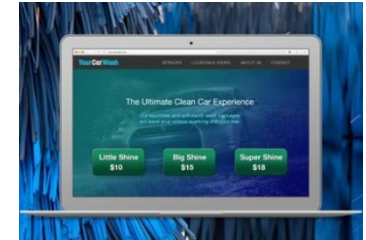


## Consumer Facing Branded Mobile Apps + Attendant App



*White-Label Ability, Native iOS + Android, Specialized for Car Washes*

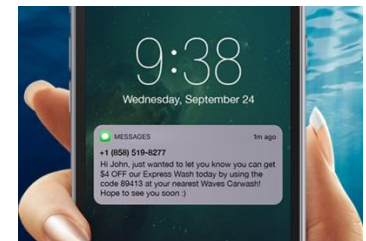
## Car Wash Websites



## Fleet Accounts



## SMS Marketing



*Tools for Success*

# Native Car Wash App Solution

## Multiple Payment Channels + Processors

Wallet, Gift Cards, Pay-Per-Wash, Fleet Invoicing (ACH), Memberships



## Loyalty Features + Incentives

Reward Points, Deals, Coupons, Two-Sided Referrals, Download Credits

## Gamification

Branded Game, Photo Filters

## Marketing Automation

Upsells, Personalization, Location-Based Messaging, Review Boosting

## Convenience + Security

No Plastic Cards, Wash Codes are Universal, OEM Integrations

## Analytics + Reporting

Standard and Custom Reports

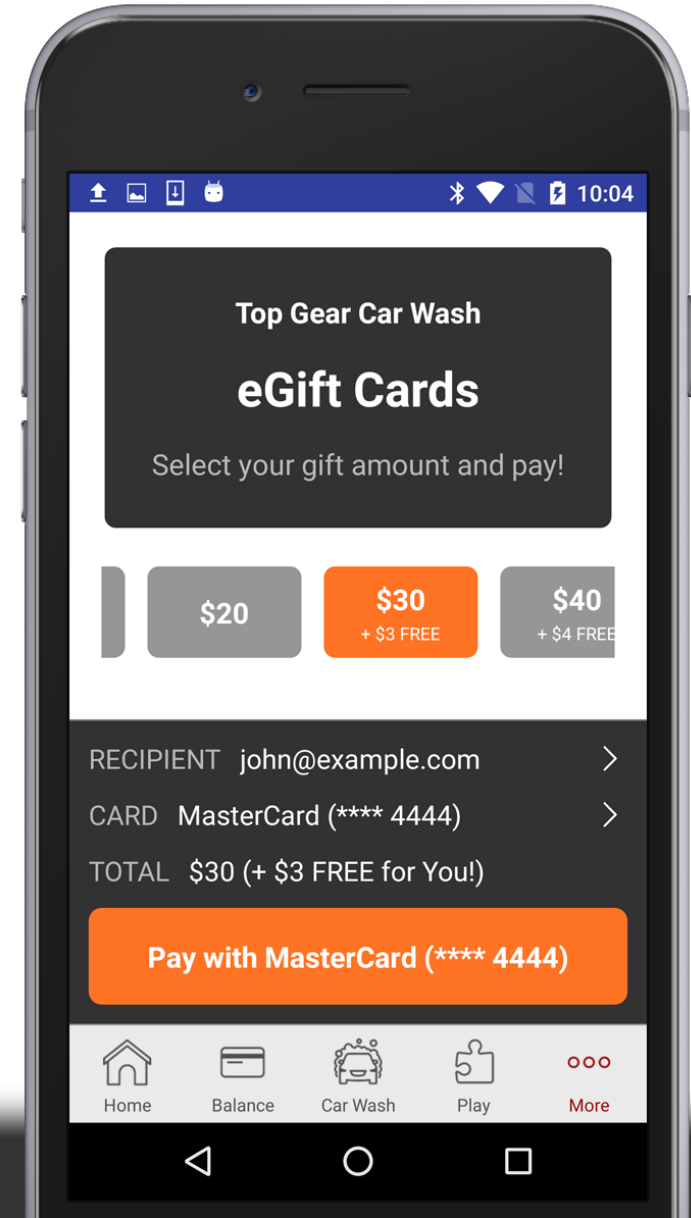


# Bonuses, Upsells, Sell Offsite

Make it easy for your customers to spend money on your car wash when they are not even physically onsite.

- 🌟 **Pre-Pay for Wash Services by Adding to Your Branded Virtual Wallet**
- 🌟 **Easily Send an eGift Card to Family and Friends with Bonus Incentives**

Use bonuses to incentivize higher purchase amounts.



# Gamify Your Customer Experience

Introduce some fun and entertainment to your car wash by offering your own branded in-app game with reward capabilities!

- 🌟 **Great Branding Opportunity**
- 🌟 **People *Love* Casual Mobile Games**
- 🌟 **Bold and Unique Form of Marketing**

Built in leaderboard encourages friendly competition among your customers.

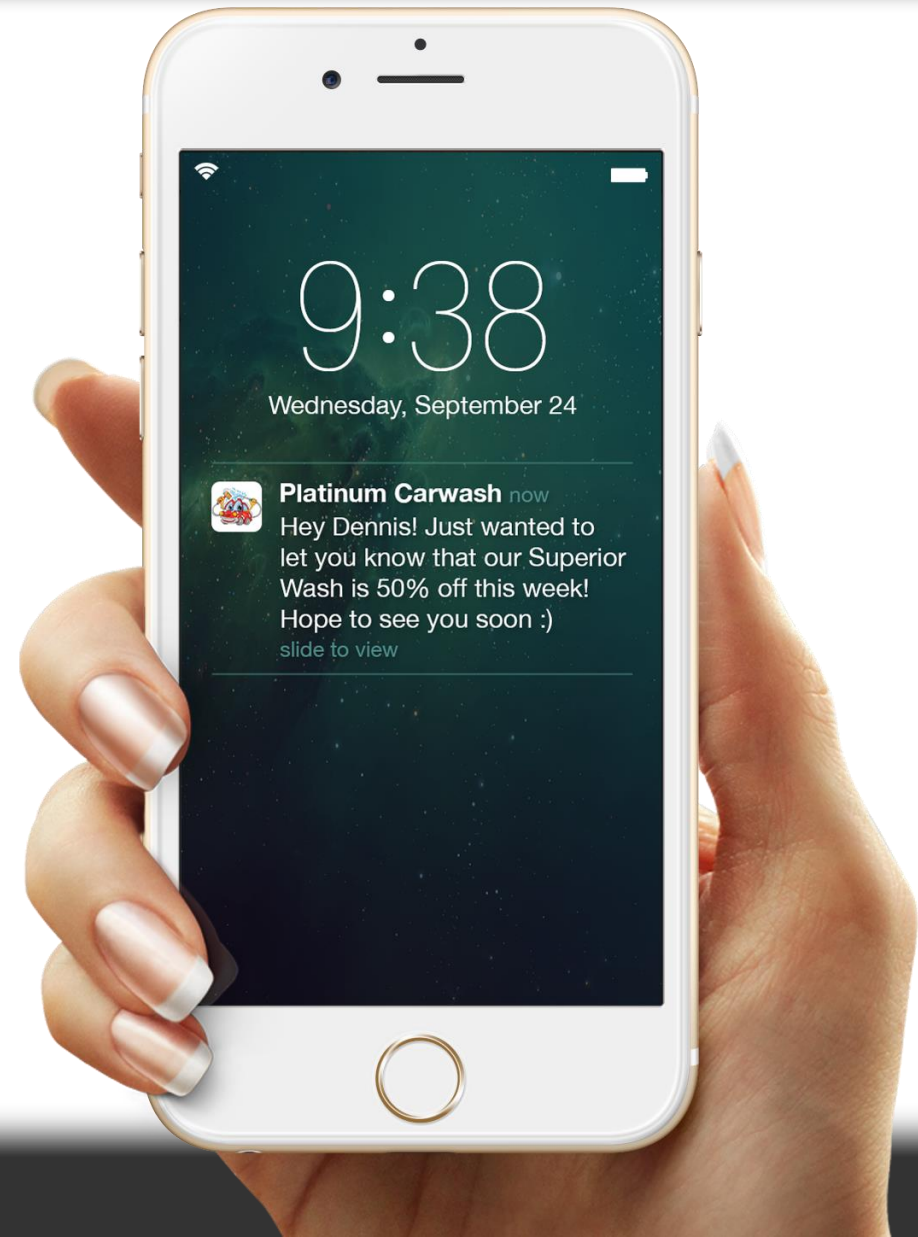




# Powerful Communication Channel

Communicate with your wash customers in an efficient and cost effective manner that cuts through the noise...

- 🌟 **Push Notifications Have Well Over a 90% View Rate** (*email is typically 20-30%*)
- 🌟 **Easily Send Messages Through Your Own Secure Web Portal**



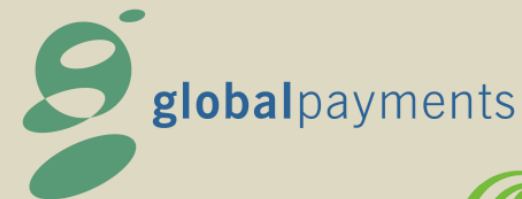


# Multiple, Secure Payment Options

We are proud to be partnered and integrated with many of the largest payment processors in the world to make in-app payments for your wash services an easy, secure process.

- 🌟 **Secure, Convenient Payments**
- 🌟 **Direct Pass-Through to Processor**
- 🌟 **No PCI Compliance Burden**

## Our Payment Partners

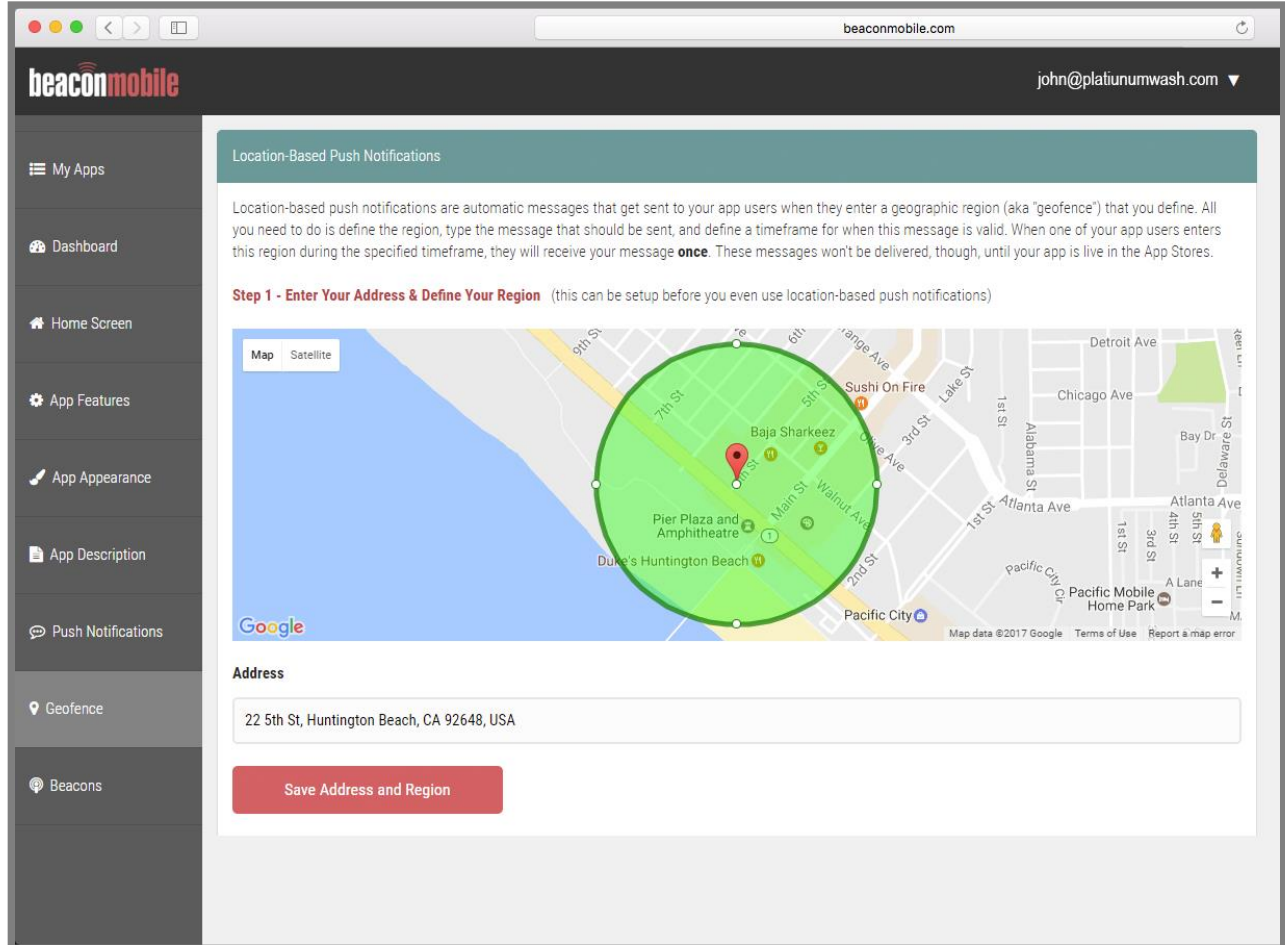


# Administrative Web Portal

🌟 Easy to Manage,  
No Technical  
Experience  
Needed

🌟 Hosted on  
Amazon Web  
Services (AWS)

🌟 Automatically  
Synchronizes  
Content to  
Existing App  
Users



The screenshot displays the 'beaconmobile.com' administrative web portal. The page title is 'Location-Based Push Notifications'. A sidebar on the left contains navigation options: My Apps, Dashboard, Home Screen, App Features, App Appearance, App Description, Push Notifications, Geofence, and Beacons. The main content area explains that location-based push notifications are automatic messages sent to app users when they enter a geographic region (geofence). It includes a 'Step 1 - Enter Your Address & Define Your Region' section with a map of Huntington Beach, CA. A green circular geofence is drawn around a red location pin at '22 5th St, Huntington Beach, CA 92648, USA'. Below the map, the address is entered in a text field, and a red 'Save Address and Region' button is visible.

# Focus on the Complete Sales Funnel

## *Providing Car Wash Owners the Tools to Maximize App Success*

- 👉 SMS to download service (e.g. text WASH to 555-555-5555)
- 👉 QR codes with app download “smart links”
- 👉 Highly targeted Facebook ad campaigns



# Car Wash Customers Love It



Cesar Cosio

★★★★★ September 5, 2017



Everything worked great great. Got the code, entered it into the machine and got my car wash.



Benjamin P.  
Denver, CO

0 friends  
19 reviews  
12 photos



11/7/2017 - Updated review

This app and car wash company truly are exceptional. I had initially thought that the 1st app from a relatively small company would be buggy and filled with problems. I however was very wrong. I would highly recommend both the membership and the app to anyone who could benefit. Thank you for providing such a great service



David LaGant

★★★★★ November 19, 2017



Love the convience. Great idea. I wish everything was this easy.



Heather Sylvana

★★★★★ June 10, 2018



Works awesome. Just got my car washed and used the vacuums. Easy to use and self explanatory.



John Ahrens

★★★★★ June 27, 2018



Combining two of my favorite things..... software and quality car washes. Outstanding!

*“I love the app!! It's really easy to use.”*  
**- Hector Mares**

*August 31, 2017 (Google Play)*

*“No issues with the app at all. Love being able to wash my car nearly every day..”*  
**- Tasha Lopez**

*March 19, 2018 (Google Play)*



## *The Next Generation of Car Wash Membership Club Technology*

Our patent-pending car wash membership method will redefine how the entire industry manages wash clubs and fleet accounts and enable customer verification and wash activation from the vehicle!



**RFID Tags**



**Plate Scanners**



**Connected Cars**



The Ultimate Car Wash Marketing and Sales Platform

A photograph of three luxury cars parked on a cobblestone street. On the left is a silver Aston Martin, in the center is a white Audi, and on the right is an orange McLaren. The background shows a scenic view of a town built on a hillside under a bright, hazy sky.

*Thank You!*

[www.washlinksystems.com](http://www.washlinksystems.com)