



USA Technologies Adds Premium Support Service to Its Growing List of Product Offerings

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Cross-Functional, Data-Driven Approach Increases Market Penetration and Adoption of ePort Connect Service

MALVERN, Pa.--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ:USAT), ("USAT") the leader in wireless, cashless payment and M2M/Internet of Things (IoT) solutions specializing in the small-ticket, self-serve retailing industries, today announced the launch of a premium support service. With the goal of increasing the rate of adoption and penetration of USAT's ePort Connect technology within its existing client base, as well as increasing consumer adoption and participation at machines connected to its service, the new program promotes cross-functional engagement by USAT with customers who have made a commitment to connect a significant portion of their locations to USAT's service.

Throughout fiscal year 2015, USAT developed and tested these new support services with several objectives in mind, including increasing usage of devices by consumers, more rapid movement of devices 'from the warehouse to the street', and better, wider illustration of the impact of its products and services on customer's businesses. The formalized service program was based on more than 15 years experience in the self-service retail market and the study of data and consumer trends taken from the greater than 330,000 connections to its service. USAT's data analytics, performance optimization, deployment, installation services, marketing, communications and consumer research provide a unique and comprehensive approach to deployment.

"This new premium program is a natural progression for us, as it truly encapsulates all of the best-in-class resources we bring to our clients," said Maeve McKenna Duska, senior vice president of Marketing for USA Technologies. "Through the benefit of analytics, a deep understanding of different regions and markets we serve and the support of a top marketing team, we are not only managing deployments, we are building cohesive and smart plans with the objective of maximizing returns for our customers."

This bundle of premium support services were first offered to customers in the Company's last fiscal year and include:

- Model Market program including planning, project management, installation support, and marketing, including funding support and performance evaluation.
- A Three-Step Process integrating deployment planning, installation support and performance optimization.
- Access to USAT's flagship data capture system, Knowledge Base, for optimum deployment planning and performance measurement.
- Profitability calculator determining estimated net operating profit for planning and performance evaluation.
- Customized reports to support deployment, inventory and DEX project management.

The program has seen significant traction across the country with USAT's industry experts guiding the implementation and execution of the ePort Connect Service. Clients including Five Star and M&M Sales are moving through final phases of deployment into completion, whereas [Canteen of Coastal California](#) and [Wilmore Snack Sales](#) are the newest additions to USAT's growing list of customers who have committed to connecting 100% of their machines to USAT's ePort Connect service under this service model.

About USA Technologies

USA Technologies is a leader of wireless, cashless payment and M2M/IoT telemetry solutions for small-ticket, self-serve retailing industries. ePort Connect® is the company's flagship service platform, a PCI-compliant, end-to-end suite of cashless payment and telemetry services specially tailored to fit the needs of small ticket, self-service retailing industries. USA Technologies also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G-series, ePort Mobile™ for customers on the go, and QuickConnect, an API Web service for developers. USA Technologies has been granted 87 patents; and has agreements with Verizon, Chase Paymentech, Visa, MasterCard, and customers such as Compass and others. Visit the website at www.usatech.com.

Forward-looking Statements:

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: All statements, other than statements of historical fact included in this release, are forward-looking statements. When used in this release, words such as "anticipate", "believe", "estimate", "expect", "intend", and similar expressions, as they relate to USAT or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of USAT's management, as well as assumptions made by and information currently available to USAT's management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, including but not limited to, business, financial market and economic conditions; the extent to which USAT's 2015 Cashless Knowledge Base is predictive of future market conditions, customer and consumer behavior, and cashless sales across all of USAT's customer locations; the possibility that all of the expected benefits from adoption of cashless payment will not be realized by all vending operators, or will not be realized within the expected time period; and whether, and to what extent, mobile payment technologies have resulted in, and will result in, increased cashless usage. Readers are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statement made by us in this release speaks only as of the date of this release. Unless required by law, USAT does not undertake to release publicly any revisions to these forward-looking statements to reflect future events or circumstances or to reflect the occurrence of unanticipated events.

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USA Technologies:

ANW Networks

Alicia V. Nieva-Woodgate, 415-515-0866

alicia@anwnetworks.com

or

ANW Networks

Emily F. Porro, 347-960-3603

emily@anwnetworks.com

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