

PRESS INFORMATION

Levy Restaurants equips Premier League Leicester City FC with the powerful SymPOS solution from MCR Systems

The latest major sporting venue to roll out new technology from industry specialists MCR Systems & AURES Technologies is Leicester City Football Club.

*A further **100 EPOS terminals** configured with MCR software were installed in September, just in time for the visit of Arsenal followed closely by the Rugby World Cup.*

The inclusion of contactless payments speeding up service has improved the consumer experience, leading to happier customers.

Runcorn, February 2016; Leicester City Football Club (LCFC) has revealed details of its new technology investment. For the past two seasons LCFC has been sharing a 'pool' of EPOS terminals from its food services provider. Earlier this year, in preparation for the new season and its hosting of Rugby World Cup fixtures, it decided its own permanent EPOS terminal estate would be beneficial.

MCR project managed the installation of a further 100 AURES Ninô terminals running the SymPOS and Symphony Enterprise solutions.

The new devices joined 35 previously deployed across LCFC's King Power Stadium in bars, food kiosks and hospitality areas.

Why SymPOS?

Jim Wilkinson, Business Development Director for Sports, Leisure & Hospitality at MCR Systems, explains: "With the Rugby World Cup on the horizon, expected visitor numbers obliged LCFC to look at how it would process payments, given that customers increasingly expect a variety of fast, easy and secure ways to pay."

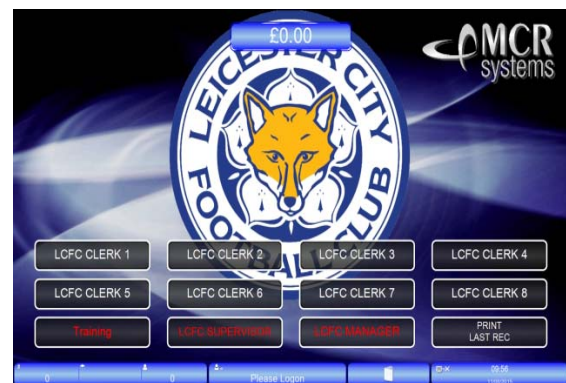
Continues Wilkinson: "With WorldPay a RWC2015 headline sponsor, it was the right time for LCFC to work with them to integrate Chip & PIN. We managed the World Pay integration project, at the same time making every tillpoint contactless-enabled and able to work with ApplePay. Customers clearly appreciate both a choice of ways to pay and faster throughput and LCFC staff are happier too with the new tills. They're easier to use, removing input errors and enhancing interaction with our customers."

LCFC needed the new terminals configured and installed in just two weeks. MCR pulled out all the stops and made sure everything was up and running for the Arsenal game followed by the three Rugby World Cup pool matches in October.

The 135 terminals are fully networked and delivering real-time sales and product information through MCR's cloud-based Symphony software.

Observes Jim Wilkinson: "The Business Intelligence and Insight helps to optimise the consumer offer and has a real impact on operations. Planning promotions and product selection is more proactive; decisions are based on hard facts, not estimates."

Thanks to its new EPOS platform, the LCFC team can now look at initiatives such as loyalty, member communications and mobile wallet, all of which will improve customer engagement and drive sales - including cross-selling opportunities between F & B and merchandising. It is looking too to generate deeper insights into sales-mix trends for different event profiles; all areas in which MCR is expert and can provide support.



About MCR Systems - www.mcr-systems.com

MCR Systems has over 30 years' experience in providing hospitality, catering, universities and leisure organisations with enterprise management solutions which directly improve the efficiency of their business operations. This is achieved by combining high-quality software, cutting-edge EPOS technology and experience in providing the best installation, customer training, support and consultancy services.

MCR has a track record with large organisations of being able to meet the demands of rapid mobilisation. The web-enabled Symphony suite of software delivers real-time information that allows management to see which products are selling and to take advantage of trends in consumer purchasing. Symphony is designed for multi site and multi brand estates, providing complete control over all aspects of EPOS maintenance and management. The system can be managed from any location by any number of people and also supports stock management, customer loyalty and cashless payment.

MCR can deliver solutions and services that address the unique nature of the stadia market's business model and operating calendar, which result in a significantly reduced cost of technology ownership.

About AURES Technologies – www.ares.com

Founded in 1989 and listed on Euronext since 1999, the AURES Group manufactures EPOS systems and related peripherals. Its PC-based hardware and open-system equipment provides management and till functions to all points-of-sale and points-of-service, including specialist food and non-food stores, retail outlets, superstores and catering and hospitality.

With corporate sales of €76.8 million for 2015, the AURES Group has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

Complementary to the EPOS activities of the Group, the OEM "Equipment & Systems Department" works closely with systems integrators and suppliers, providing them with complete product lines of hardware elements and sub-equipment for industrial and digital display applications.

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