



News Release

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COCA-COLA AMATIL INVESTS IN AUSTRALIAN START-UP DOSHII

Coca-Cola Amatil today announced the first investment by its corporate venturing platform Amatil X, in Doshii – the company behind an Australian-developed API (application programming interface) which integrates point of sale (POS) systems with ordering, payment, loyalty and reservation Apps.

The global POS industry is extremely fragmented with more than 130 POS systems in the Australian hospitality market alone. This creates challenges for businesses with the ongoing release of new ordering, payments, loyalty and reservation Apps that have no way to easily integrate with a POS system.

Doshii solves this problem by facilitating real-time connections between POS systems and Apps, removing costly manual data entry or lost transactions. Doshii also offers real-time data analytics via the Doshii Dashboard which has been embraced by venues as well as POS and App developers in Australia and South East Asia.

Chris Sullivan, Coca-Cola Amatil Group Director of Partners & Growth, said Amatil X's minority share investment will support Doshii to grow and expedite their expansion into the Asia-Pacific region and South Africa.

"Amatil X was launched in April to support our business of today, and to explore future growth opportunities outside of our core business and beyond innovation in beverages," Mr Sullivan said.

"This includes investing in companies like Doshii, which is using an innovative, scalable technology solution to solve a challenge facing many of our customers.

"The ability to seamlessly integrate App and POS technology will help hospitality venues meet the increasing expectations of their customers by offering a better experience."

Doshii's General Manager, Greg Williams said software developers and businesses across multiple sectors, including hospitality and retail, are investing time, money, and effort trying to keep up with the growing number of Apps being developed for consumers.

"This takes time that could be better spent on core product development and ensuring the success of their App. Doshii has worked to address this gap in a way that App and POS developers, venues and their customers all win.

"For venue owners, Doshii removes the costly double handling of orders, reconciliation and streamlines payments in real-time, providing efficiencies and better understanding across the business."

Mr Williams said Doshii was excited to be partnering with Coca-Cola Amatil.

"The team at Coca-Cola Amatil bring a wealth of local and international experience across the hospitality and retail space to our business. This investment will help us to deliver better services to hospitality and retail customers," Mr Williams said.

Doshii will continue to operate independently from Coca-Cola Amatil.

Other investors include Simon Beckett MD of Wells Fargo, Michael Starkey former GM of Payments at NAB and Co-Founder of Athena, Simon Cant Co-Founder and Managing Partner of Reinventure, Sean O'Meara CEO and Founder of Doshii.

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ABOUT DOSHII

Doshii is an Australian developed API platform to connect Point of Sale (POS) to Ordering, Payment, Loyalty and Reservations Apps across the Hospitality market. It is supported by an outstanding team with more than 40 years of collective development experience. Doshii's goal is to make Apps and POS lives' easier and reduce the cost of building and maintaining integrations, while providing a robust, safe and secure experience.

For more information, visit <https://doshii.io>

ABOUT COCA-COLA AMATIL

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 14,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to around 300 million potential consumers through more than 700,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders.

For more information, visit www.cccamatil.com