

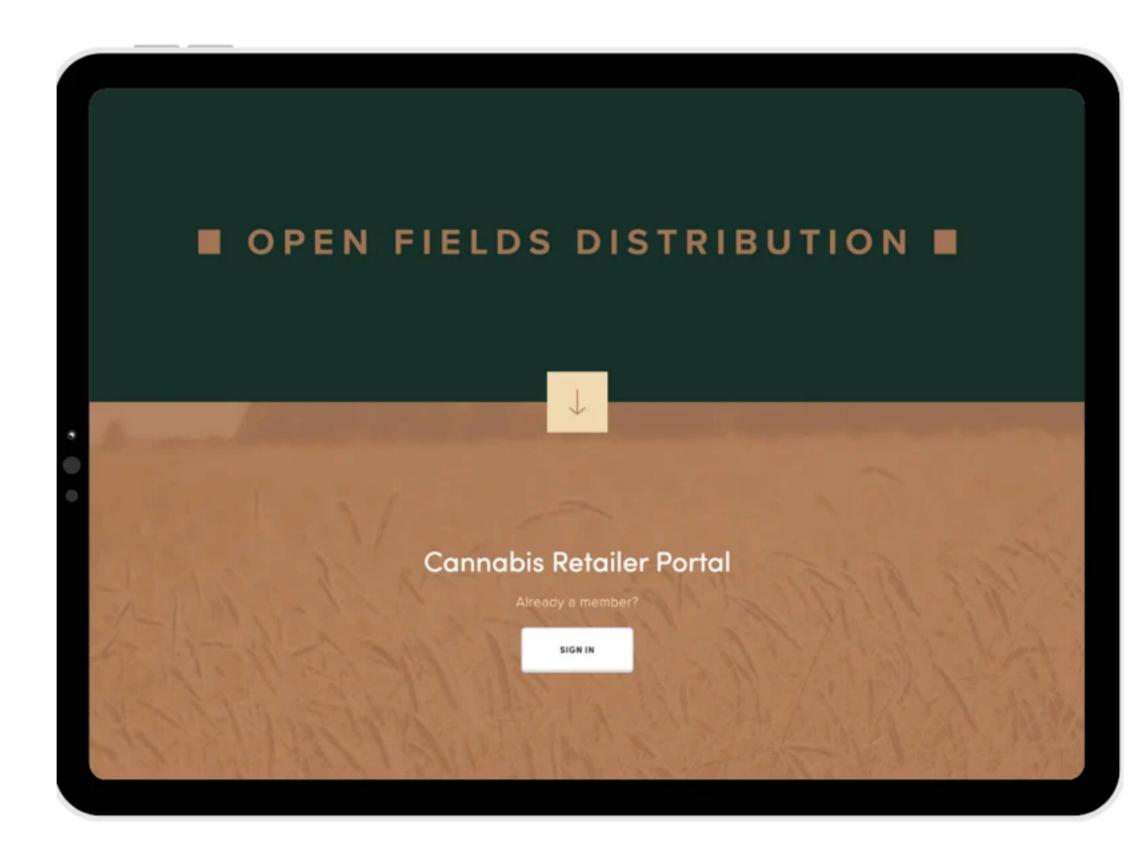
### A message from Hifyre

We're energized and ready to tackle the exciting opportunities ahead. This year promises to be a big one, with a packed pipeline of projects that will continue to drive innovation and create value across all areas of our business.

#### **₩ What's New?**

#### Refreshed Open Fields Website

Open Fields now has its own dedicated website with **portal login**, allowing for wholesale buyers to access their accounts, and for Open Fields to share important documentation such as T&C, Privacy Policy and Return forms. Check it out.



#### Smarter Discounts on E-commerce

We've made pricing more intuitive! When a product is on sale and an **online discount code** provides a better deal, the code will now override the sale price,
ensuring customers always get the best possible value.

#### Employee Account Management in Hifyre

We've added powerful new capabilities to the Management Module, including:

- All store employees will have their own account to access Hifyre.
- DMs and SMs can create and edit their store employee accounts. They can now mark accounts as inactive/active and update associated home stores.
- Hifyre will work with the Retail teams to roll out this functionality through
   Q1. It will first be implemented with those brands who login direct but share accounts; Those with managed AD account access will be converted at a later date.

#### Canada Post Manifests & Thermal Printer Support

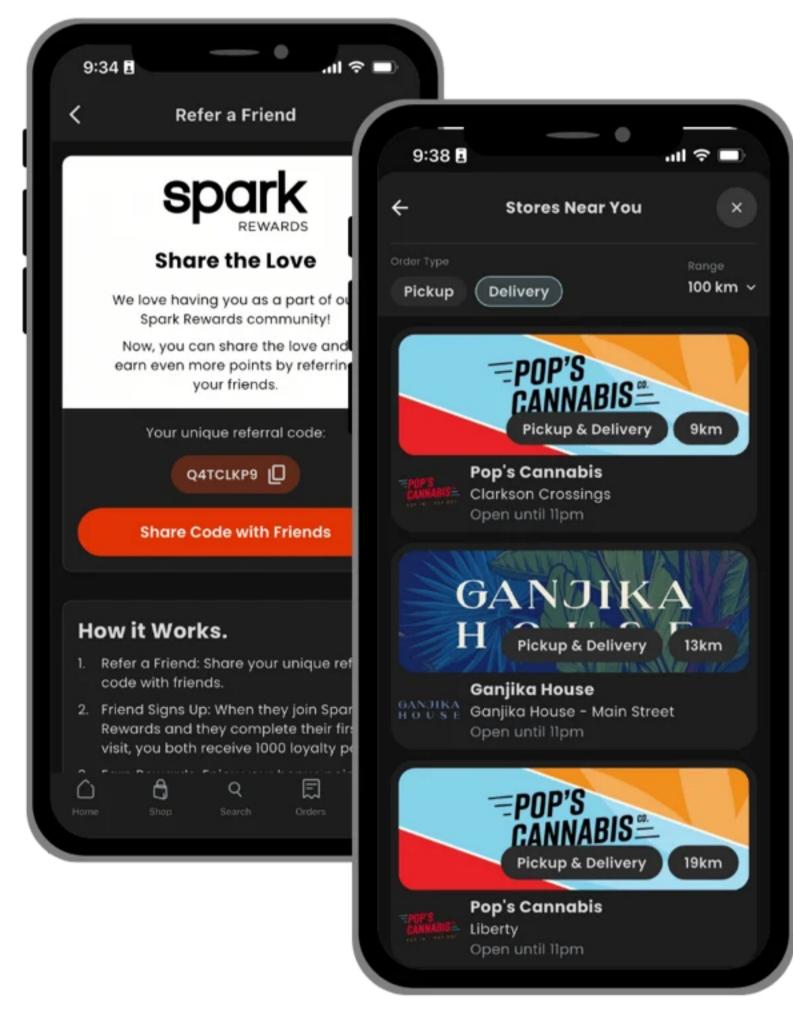
Stores can now **create and view Canada Post manifests** directly within Clienteling, streamlining order management. Additionally, we've added **thermal printer support**, enabling faster and more efficient label printing. This improvement boosts efficiency for stores, and supports expansion into additional provinces.

#### **%** Improvements

#### App Enhancements for a Seamless Experience

In our app, we've introduced new features to improve usability:

- Store Filters by Order Type: Users can now filter for stores based on their preferred order type, whether pickup or delivery.
- Refer a Friend Page: A new dedicated page allows users to share their referral code and invite friends effortlessly, making it easier to spread the word and earn rewards.



# Provincial Delivery Zone Management

We've enhanced delivery zone functionality to **block orders** if a delivery radius expands past a provincial border, ensuring compliance while maintaining flexibility with radius or zone-based delivery settings.

# Cents & Dollars-off in Discount Manager

The Discount Manager now supports both **cents-off** and **dollars-off discounts**.

This update provides greater precision and customization when creating promotional offers, making it easier to tailor deals to specific pricing strategies and customer preferences.

# **➡** What's Coming Next?

# SEO Manager within Website Manager for Marketing

A dedicated tool to help **optimize website content** for **search engines**. This will allow teams to manage metadata, keywords, and on-page SEO settings to improve discoverability, drive organic traffic, and enhance visibility in search results.

# Clienteling Enhancements to Support Retail

We've made it easier to search for customers and order invoices in Clienteling.

- Easier Customer Search: Instead of searching by either ID or name, users will now be able to search using both ID and name together. Making it easier to find the right records quickly, reducing errors, and improving efficiency for teams managing customer accounts.
- Orders Search: A more refined search experience that allows users to find orders by customer name and apply filters to view only guest checkouts or member orders. This will make order management more intuitive, especially for customer support teams handling inquiries or for reporting purposes.

# Updates to In-Store Kiosks

We're excited to announce a major update to our Kiosk Experience. This upcoming revamp will include:

- Modernized Interface: A redesign of the kiosk interface to create a more intuitive and visually engaging experience for users.
- Account Access: Customers will soon be able to access their accounts
  directly through the kiosk, making it easier to track loyalty points, access
  personalized recommendations, and streamline the checkout process.

# We'd Love Your Feedback!

We're always striving to improve, and your feedback is crucial. Let us know what you think about this update, or suggest features you'd like to see in the future.

Reach out to Christina or Jasmine, or use our <u>feedback form!</u>

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