

# Cantaloupe, Inc.

## Help the world buy it and go

We're a fun, energetic team bringing fresh and exciting technology to the retail value chain. We're excited to introduce the world to our new brand that's as bold and bright as our vision for the future of retail.



### Our new look



# cantaloupe



#### We've got big ideas, and a big personality

We wanted our logo to reflect that. Clean, simple, and bold, our logo mark combines the 'C' of Cantaloupe with five seeds that represent our values, technology lines, and growth.



#### A mark that can stand on its own

We stand out in the crowd. Our logo does too. Whether paired with our company name, or standing alone, our new logo is as iconic as the solutions it represents.



#### A color that shines bright

We're trailblazers, trendsetters, and innovators. We've got passion for what we do, and orange represents the vibrancy of our vision and the power of our platform.

#### Orange rhymes with...

Fresh  
Engaging      Easy  
Flexible      Responsive

*...or at least that's how we see it.*

# Our vision for the future

Paired with our bold new look is a fresh vision for a more innovative retail value chain that articulates our goal to empower customers to pay their way, and retailers to optimize and engage their operation.

## *Vision*

Help the world  
buy it & go

## What we stand for

We hold ourselves to a high standard. In alignment with our strategic vision for the future, we are driven by five core values.

### People first

We hire the best people we can and focus on providing them with the resources to be successful. We value and respect the differences that make people unique and embrace the many points of views they represent; seeking ways to attract, retain, and incorporate all aspects of diversity and inclusion in our company.

### Dedicated to customer success

We believe our growth is driven by the success of our customers. That's why we strive to provide superior service and develop simple, scalable integrated solutions that empower our customers.

### Always do the right thing the right way

We're committed to creating a culture of trust and transparency that ensures we're always doing the right thing for our people, customers and company.

### Innovation at our core

Our customers expect us to develop solutions that challenge the status quo. We work hard to combine thought leadership and technology to create cutting-edge products.

### Get it done

We believe in accountability and creating a culture that enables people to discuss, align and execute effectively towards a common objective, where everyone contributes to the success of our customers, partners and our company.

Bright days are ahead. We're ready to lead the way.  
Get to know our new brand at [cantaloupe.com](https://cantaloupe.com)



100 Deerfield Lane, Suite 300, Malvern, PA 19355 | 800.633.0340