PAR Technology Launches PAR Retail Drive™ AI: The Intelligence Layer Transforming Convenience and Fuel Retail

Introducing the intelligence layer built to simplify operations and strengthen customer loyalty

NEW HARTFORD, N.Y. (March 3, 2026) – PAR Technology Corporation (NYSE: PAR), a leading foodservice technology provider, today announces the launch of PAR Retail Drive™ AI, an AI-powered product suite designed to equip convenience and fuel retailers with real-time insights, agentic automation, and strategic decision-making.

The full product suite is powered by PAR® AI, PAR's intelligence layer intentionally integrated directly into PAR's unified platform. Solutions and features under PAR AI are purposely designed to seamlessly embed into the PAR product suite with the intention of eliminating extra apps, vendors, and complexity. With PAR Retail Drive AI, convenience and fuel retailers across the U.S. will benefit from faster time-to-market, reduced manual effort, and smarter personalization, solidifying PAR Retail as a strategic partner focused on driving outcomes through deeper engagement, operational efficiency, and innovation.

Key Modules of PAR Retail Drive™ AI:
- **Drive™ Insights:** Turn natural language questions into actionable charts and insights, grounded in your business data. Insights empower retailers to validate hypotheses, uncover patterns, and drive loyalty—all through a simple chat interface. Retailers can accelerate time-to-insight by up to 10x, reducing ticket volume and enabling smarter, faster decisions.
- **Drive™ Action:** Transforms business ideas into fully-built, ready-to-approve loyalty campaigns. An agentic offer builder handles the heavy lifting—designing, validating, and assembling campaigns—while keeping humans in the loop for critical checks. PAR Retail Drive Action streamlines loyalty campaign creation, making programs smarter, faster, and more accessible for every retailer.
- **Drive™ Strategy:** Translate detected opportunities into actionable plans by weighing macro trends, real-world events, historical performance, and operational constraints. Multi-agent reasoning and integrated tools (weather, traffic, competitor insights) help retailers strategize and execute campaigns with confidence.

"PAR Retail Drive AI brings real intelligence into the systems retailers use every day," said Savneet Singh, CEO of PAR Technology. "Our goal is simple: help retailers run more efficiently, understand their customers better, and make clearer decisions. When equipped with actionable insights, retailers see real impact in smarter targeting, more

relevant offers, and personalized experiences that strengthen loyalty and support revenue growth. This is an important move forward as we equip the industry with action taking AI tools in the coming year."

With PAR Retail's new AI offering, retailers can expect measurable outcomes: accelerated time-to-insight, reduced manual effort, smarter personalization, and increased revenue.

"Today's retailers need smarter tools that act as partners, not just platforms," added Jake Kiser, General Manager of PAR Retail. "By fusing real-time insights, automated campaign creation, and strategic planning into one suite, PAR Retail Drive AI empowers teams to make decisions they've only dreamed of—while delivering measurable impact at scale."

Visit parretail.com/solutions/drive-ai/ for more information about PAR Retail Drive AI.

About PAR Technology
PAR Technology Corporation (NYSE: PAR) is a leading foodservice technology provider, powering a unified, purpose-built platform engineered to scale and adapt with brands at every stage of growth. Designed with flexibility and openness at its core, PAR's solutions—spanning point-of-sale, digital ordering, loyalty, back-office, payments, and hardware—integrate with others, yet deliver maximum impact as a unified system. With intentional innovation at the forefront, PAR's solutions streamline operations, drive higher engagement, and strengthen guest experiences for restaurants and retailers globally. To learn more, visit partech.com or connect with us on social media.

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