

Introducing

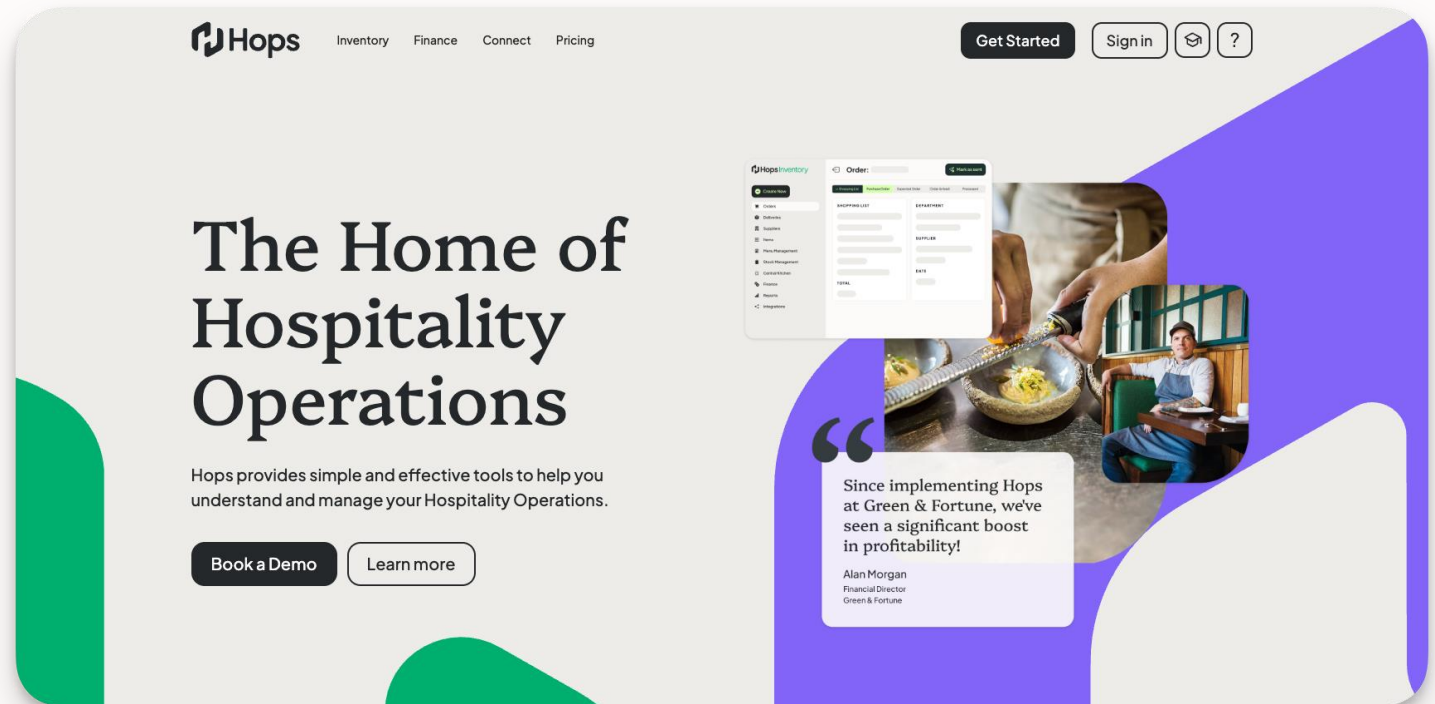


Over the past few months, we've been working on something exciting behind the scenes;

**Opsimize** is rebranding.

Introducing

**Hops**



# Our Mission

Empowering hospitality businesses with a seamless **end-to-end operations platform** that simplifies purchasing, stock management and financial control.

Designed for scalability and adaptability, Hops integrates with your existing POS and accounting systems to **enhance efficiency, reduce complexity and drive profitability;** allowing operators time to focus on delivering exceptional guest experiences.



You'll still recognise the core platform, but with a cleaner more intuitive experience.

There will be **no** changes to your data, logins, or workflows; just a smarter, more scalable platform built for the pace of modern hospitality.



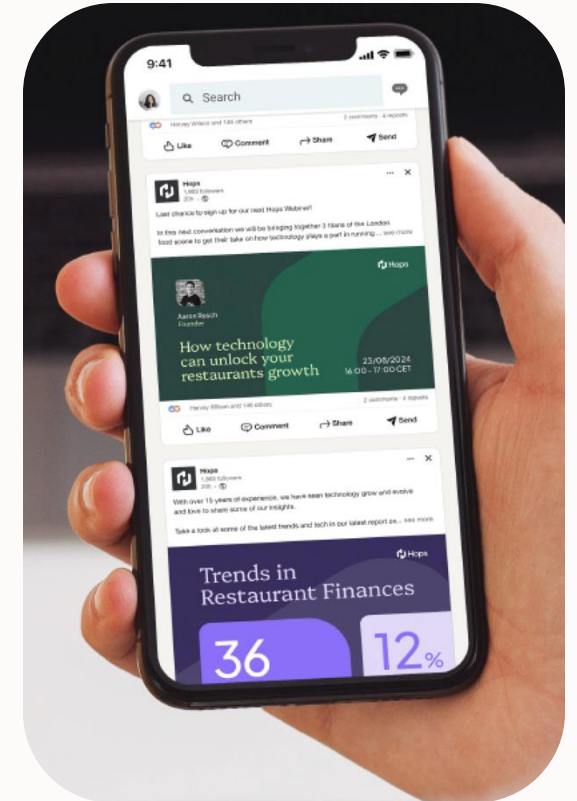
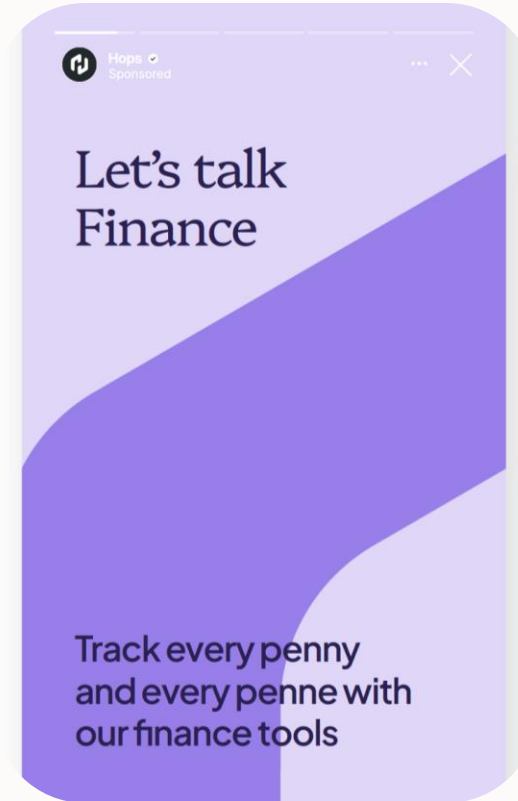
# Why Hops?

Hops is simple, memorable, and built with a single purpose: to **empower hospitality businesses**.

The name comes from **Hospitality Operations**; the heart of what we do. Hops is designed to streamline every part of running a venue, from front-of-house operations to back-end processes.

It's a unified solution, created by operators, for operators.

# A New Brand Identity



You will see the new logo, colour palette, and visual design across **all** platforms.

Everything will be updated to reflect our new brand identity.

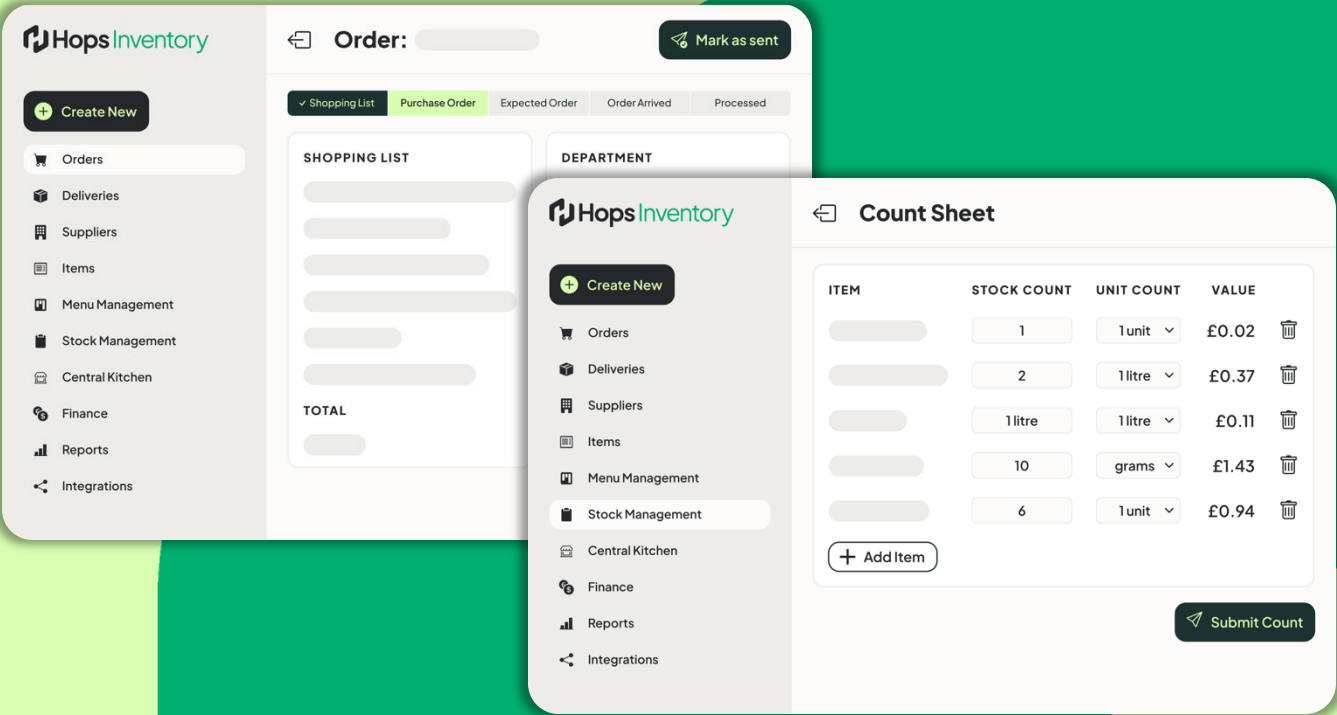
# An Intuitive Experience

Introducing our core modules:

- **Hops Inventory**
- **Hops Finance**

We have made a significant change to how we structure our products: Splitting our system into **two core modules**.

Each module is tailored to specific operational needs, ensuring you have **the right tools to support for your day-to-day operations**.



Hops Inventory empowers businesses to **understand their business** and calculate profitability through procurement, stock management and recipes.

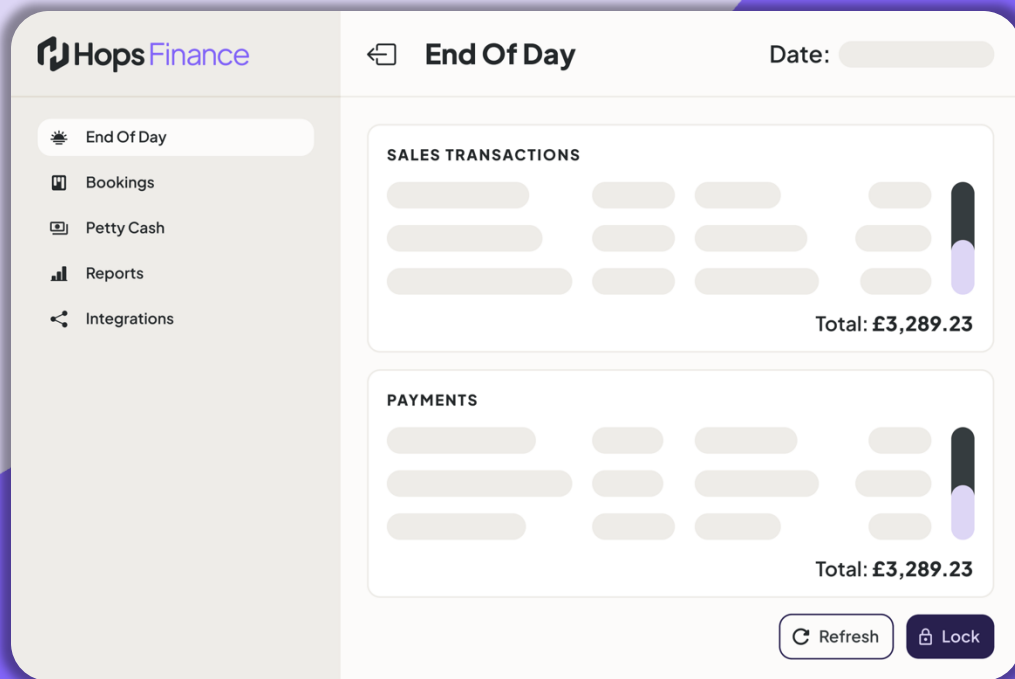
This will allow businesses to **make smarter decisions** about pricing, purchasing and inventory control, optimising both stock levels and profitability.





Hops Finance is designed to simplify and **streamline financial operations**, from reconciling sales and payments during End-of-Day Cash-Ups to seamlessly integrating with your external accounting systems.

By connecting day-to-day financial activity with your back-office tools, it **reduces errors** and **saves valuable time** during the financial reconciliation process.

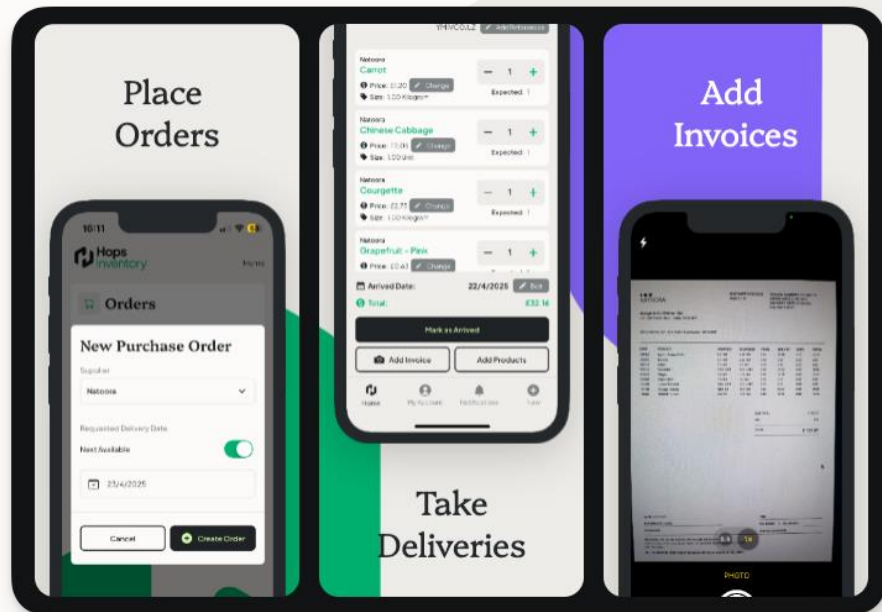


# Flexible Plans

Within each module, we will offer a range of plans to **ensure you have access to the features you need** at a level that fits your operational needs and budget.

Whether it's a small boutique hotel or a large restaurant chain, our flexible pricing and plan options will make it **easier to scale solutions** as your business grows.

## Hops Mobile App



This has been one of the most requested features, and we're proud to deliver it.

The new app is **fast, easy to use**, and designed to keep up with the pace of real hospitality work.

Whether you're managing the floor, working in the kitchen, receiving goods, or running the business, the Hops app is built to support every role.

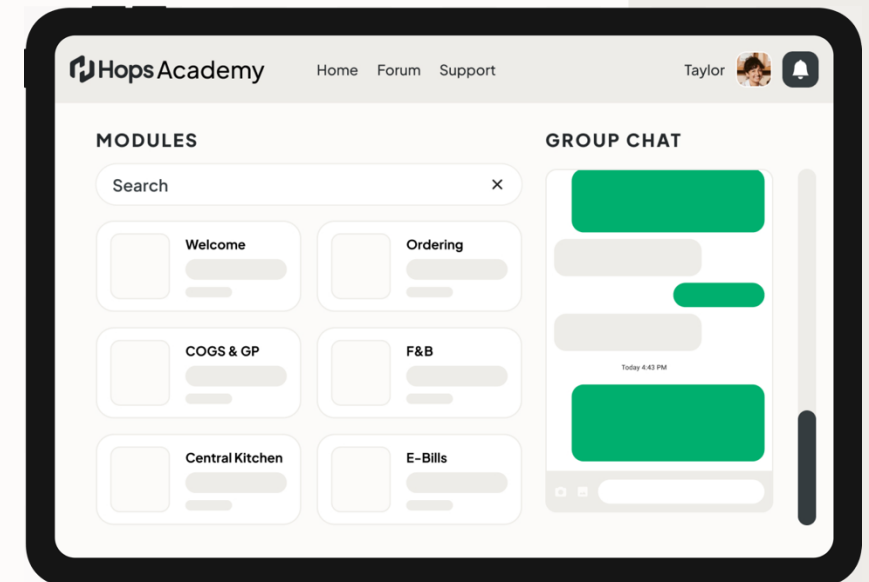
**Launching June 17th**

Hops Academy doesn't just teach you how to use our tools, it **helps you understand** why processes take place and the benefits they bring.

We combine system walkthroughs with real-world hospitality theory, so your team isn't just ticking boxes, they're becoming **confident, capable operators**.

Sign Up Now: <https://academy.hopshq.com>

## Hops Academy



## A Better, Easier Experience

The Hops rebrand is more than a new design. It means a **faster system, easier to use**, with better connections between features, and a simple look across all our tools.

## Stronger Tools That Fit Your Needs

We've introduced two focused modules—**Hops Inventory** and **Hops Finance**—so you get the right tools for the job. They're designed to be flexible, grow with your business, and solve the challenges you face every day.

## New Features, Made for You

From a new app experience to smarter stock takes and stronger integrations, **we've listened to your feedback and will continue to do so**, making the system better for you now and in the future.

## More Support When You Need It

The Hops rebrand means better support for your team, with more resources, community learning and certifications through the Hops Academy, and quicker access to local specialist support.

# Launch Schedule

## Key Dates:

- **Hops Website – 3<sup>rd</sup> June**
- **Hops Desktop App – 10<sup>th</sup> June**
- **Hops Academy – 10<sup>th</sup> June**
- **Hops Mobile App – 17<sup>th</sup> June**

We've launched **www.hopshq.com** today. Visit the website to learn more about the rebrand and what's new.

Next week, we will launch the **desktop app**. Nothing changes for you—simply go to the same website as usual, and you'll be welcomed to Hops

The week after, we will release **our mobile app on iOS and Android**. Keep an eye out for the download links when they go live.



The Home of  
Hospitality Operations