# CAT® CENTRAL
# MOBILE APP

# AN "EASY TO OWN" RETAIL EXPERIENCE

The new mobile app from Caterpillar combines a native eCommerce experience to search, find and order parts with a single source resource center for asset-specific maintenance and support information. Simply put — this new app is an on-the-go experience that makes Cat equipment easy to own.

## MEETING CUSTOMER NEEDS WHEREVER THEY ARE

As increased traffic from retail and small core customers occurs, customers will seek a native app experience just as they would expect in their consumer lives. Cat Central offers both guest and logged-in users relevant and timely information, including:
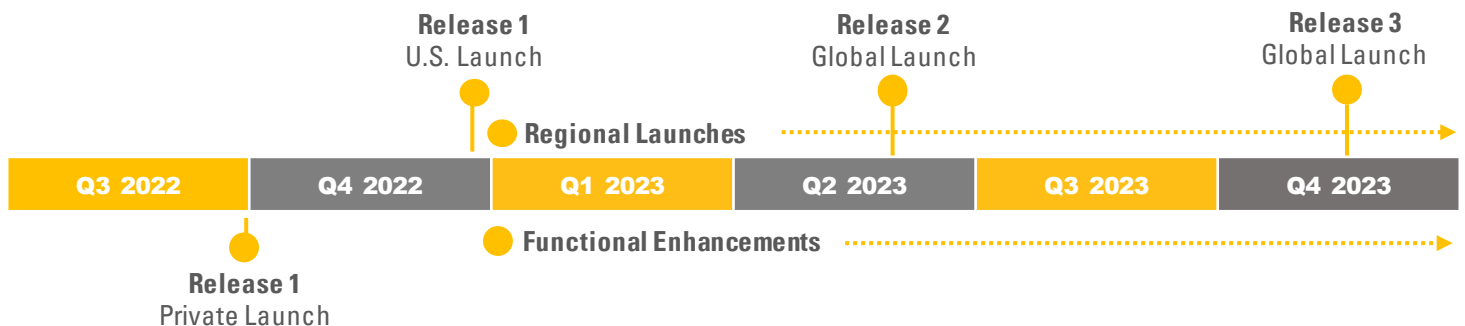
- Relevant Maintenance & Support Content
- Deeper Customer Personalization
- Asset-specific Resources Accessible Via QR Code[1]
- Seamless Onboarding to Other Apps

**By providing customers a native app solution, they receive a superior user experience:**

- Improved performance and speed
- Increased safety and security
- Use of device hardware (GPS, camera)
- Optimized mobile user experience

# TIMELINE

The timeline below provides a high-level overview and milestones of the new retail mobile app. Please see next page for a specifications list by release.

**Release 1**
U.S. Launch

**Release 2**
Global Launch

**Release 3**
Global Launch

Regional Launches

| Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 | Q3 2023 | Q4 2023 |
|---------|---------|---------|---------|---------|---------|

Functional Enhancements

**Release 1**
Private Launch

[1] The text QR Code itself is a registered trademark and wordmark of Denso Wave Incorporated.

# CATEGORIES & FEATURES
## BY RELEASE

| GENERAL | RELEASE 1 | RELEASE 2 | RELEASE 3 |
|---|---|---|---|
| Guest Experience (No Log-in) | ● | | |
| Logged-in Experience (PCC Account) | ● | | |
| In-App QR Code Scan (Asset Setting) | ● | | |
| Find My Dealer (GPS) | ● | | |
| Simplified Account Creation | ● | | |
| Live Chat / Helpline Support | | ● | |
| **eCOMMERCE** | **RELEASE 1** | **RELEASE 2** | **RELEASE 3** |
| Find / Search Parts (Continuous Additions) | ● | ● | ● |
| Purchase (Credit Card, Cat Card or Dealer Credit) | ● | | |
| **MAINTENANCE & SUPPORT** | **RELEASE 1** | **RELEASE 2** | **RELEASE 3** |
| Planned Maintenance Checklist | | ● | |
| Fault Code Descriptions | | ● | |
| Asset Specifications & Configurations | | ● | |
| Attachment Selection | | ● | |
| eLearning for Operators (Links) | | ● | |
| Operations & Maintenance Manual | | | ● |
| Basic "How To" Videos | | | ● |
| Parts Reference Lists | | | ● |
| Calculate Total Cost of Ownership | | | ● |
| **PERSONALIZATION** | **RELEASE 1** | **RELEASE 2** | **RELEASE 3** |
| Renew CVA | | ● | |
| Marketing PSEs | | ● | |
| **PROMOTIONS & MARKETING** | **RELEASE 1** | **RELEASE 2** | **RELEASE 3** |
| Cat® Card Enrollment (web) | ● | | |
| Register for Warranty (web) | ● | | |
| Learn about Finance Options (web) | ● | | |
| **PROGRESSIVE ONBOARDING** | **RELEASE 1** | **RELEASE 2** | **RELEASE 3** |
| VisionLink | | ● | |
| SIS2Go | | ● | |
| Cat Inspect | | ● | |
| MyCatFinancial | | ● | |
| Appreciation Programs | | ● | |

Caterpillar: Confidential Green