



Beyond Payroll: **HCM Marketplace**

Solutions that support payroll provider's biggest challenges.

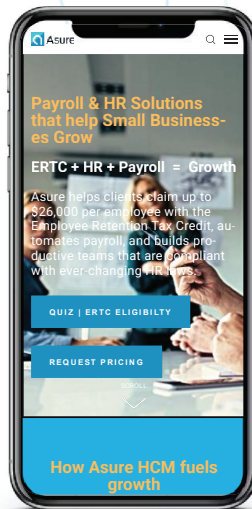
 2023 Asure Reseller Partner Conference

Sharing Our Playbook (Same Products as You)

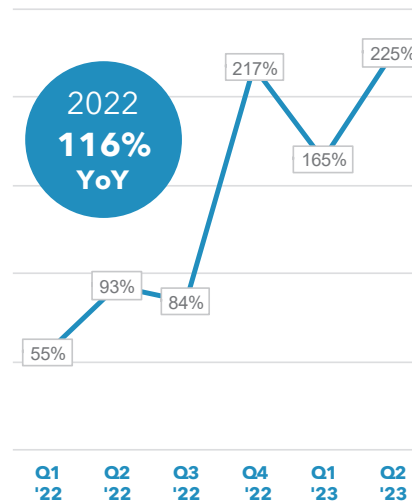
Messaging & Product Bundles

Tax & ERTC
+ HR Compliance
+ Payroll & HR
= **HCM for Growth**

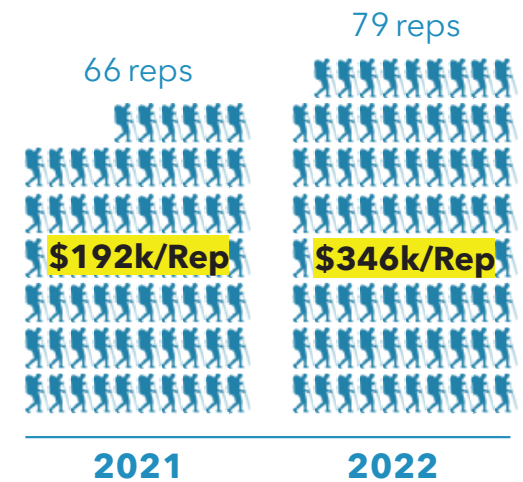
- ERTC demand remains strong; Funds HRC
- HR Compliance 828% ▲ YoY



YoY Bookings Growth



▲ 80% Rep Productivity



Biggest Trends & Challenges

Facing Payroll Providers



HCM for
Employees
vs. Admins



SMB
Retirement Plan
Mandate



Employer
Compliance
Complexity



Payroll
Provider
Compliance



HCM built for Employees vs. Admins

HCM + Marketplace Services = HCM Data Company

Employers

Employers need more than basic payroll and HR. They need tools to stay compliant and retain talent.

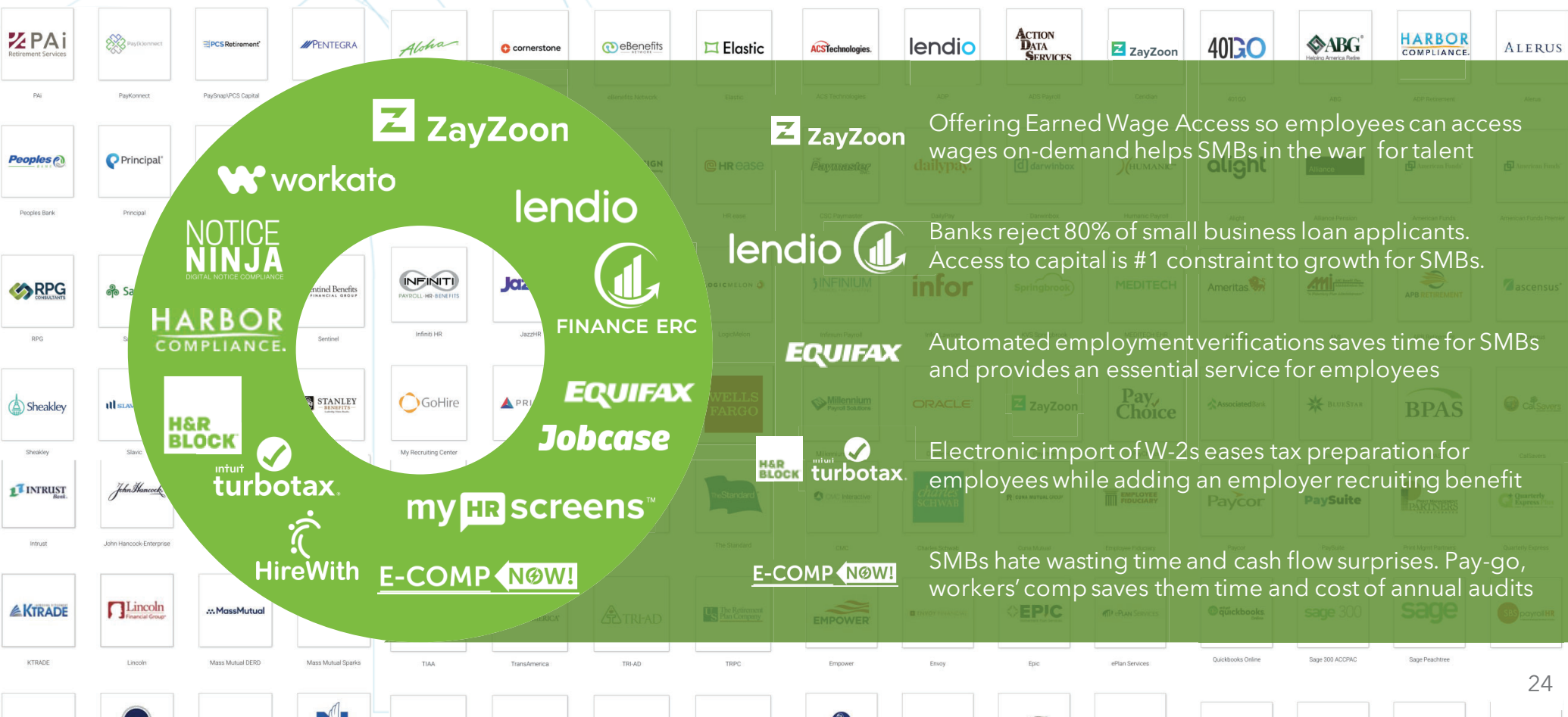
Employees

Employees hate manual processes. They want their data and money to flow to the apps they choose.





How the Marketplace Powers Growth for Employers and Empowers Freedom for Employees



Offering Earned Wage Access so employees can access wages on-demand helps SMBs in the war for talent

Banks reject 80% of small business loan applicants. Access to capital is #1 constraint to growth for SMBs.

Automated employment verifications saves time for SMBs and provides an essential service for employees

Electronic import of W-2s eases tax preparation for employees while adding an employer recruiting benefit

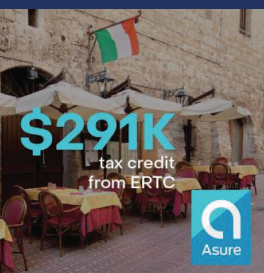
SMBs hate wasting time and cash flow surprises. Pay-go, workers' comp saves them time and cost of annual audits

ERTC Countdown


Opportunity
still red-hot

2020 credits
expire April 15, 2024

2021 credits
expire April 15, 2025



\$291K
tax credit
from ERTC



Industry: **Cabinetry**
Tax Credits from ERTC Received: **\$1,081,373**
State: **California**
Number of Employees: **47**



\$1.1M
tax credit
from ERTC



Industry: **Preschool**
Tax Credits from ERTC Received: **\$732,032**
State: **Georgia**
Number of Employees: **3**



\$732K
tax credit
from ERTC



\$1.6M
tax credit
from ERTC



Industry: **Healthcare**
Tax Credits from ERTC Received: **\$1,624,667**
State: **Georgia**
Number of Employees: **88**



\$286K
tax credit
from ERTC




Industry: **Powerwashing and Roof Cleaning**
Tax Credits from ERTC Received: **\$286,480**
State: **New Jersey**
Number of Employees: **12**



\$305K
tax credit
from ERTC



Industry: **Automotive Repair**
Tax Credits from ERTC Received: **\$305,511**
State: **California**
Number of Employees: **13**



\$558K
tax credit
from ERTC



Industry: **Sign Company**
Tax Credits from ERTC Received: **\$558,212**
State: **Nebraska**



\$982K
tax credit
from ERTC



Industry: **Travel Agency**
Tax Credits from ERTC Received: **\$982,600**
State: **Utah**
Number of Employees: **75**



\$638K
tax credit
from ERTC



Industry: **Cleaning Services**
Tax Credits from ERTC Received: **\$638,307**
State: **South Carolina**
Number of Employees: **81**





MARKET DRIVERS



Secure Act 2.0

State Mandates



War for Talent



Asure Retirement Bundle

Asure Retirement

- 401(k) Platform
- Recordkeeping
- Payroll Integration

Powered by  Vestwell



Asure Tax Credits

- Plan setup
100% up to \$5,000
- Matching contributions
up to \$1,000/employee
(100%, 100%, 75%, 50%, 25%)

Coming Q4 2023



MARKET DRIVERS



Save Time & Money



Stay Compliant



War for Talent

HR Compliance

White-Label HR

- HR employee hotline
- HR Compliance library
- Federal and state forms
- Weekly Compliance updates
- Create employee handbook
- Training videos

or

Refer Rev-Share

Features	LEVEL 1: HR Support <small>HR only of course</small>	LEVEL 2: Strategic HR <small>Strategic HR Partner</small>	LEVEL 3: Total HR <small>Full outsourced HR</small>
On-demand HR Resource Library	●	●	●
Phone & Email Support	●	●	●
Annual Compliance Review	●	●	●
Compliance Updates	●	●	●
Strategic Phone & Email Support		●	●
Compliance Webinars for HR		●	●
Weekly HR Meetings		●	●
Real-time Compliance HR		●	●
Real-time Updates for HR		●	●
Compliance Implementation		●	●
Phone & Email Support for HR		●	●
Strategic HR Programs for HR		●	●
Strategic HR Programs for HR		●	●
Strategic HR Programs for HR		●	●
Weekly HR Meetings		●	●
Compliance Webinars		●	●
HR Training		●	●

Available NOW



MARKET DRIVERS



- Banking info tokenization
- ACH Agreements w/Employer



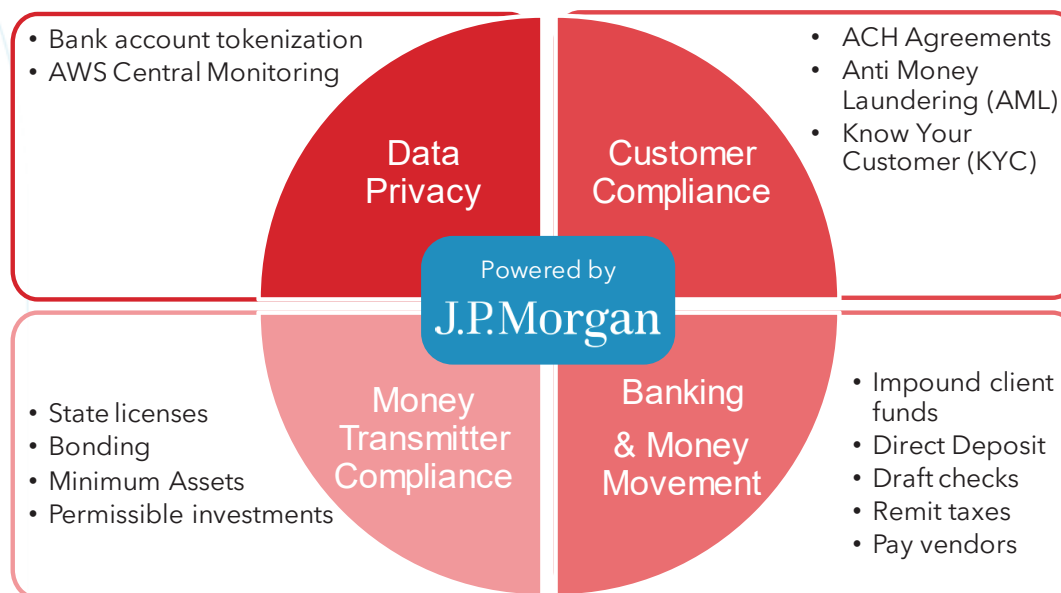
- Anti Money Laundering (AML)
- Know Your Customer (KYC)



- Money Transmission Modernization Act (MTMA)
- State licensing



Treasury Compliance



Coming Q1 2024

Thank You