



EVOLVE

An HCM Growth Summit





Chairman's Address: **Partners For Life**

Where we're *really* at, what lies ahead, and how we must proceed. Together.

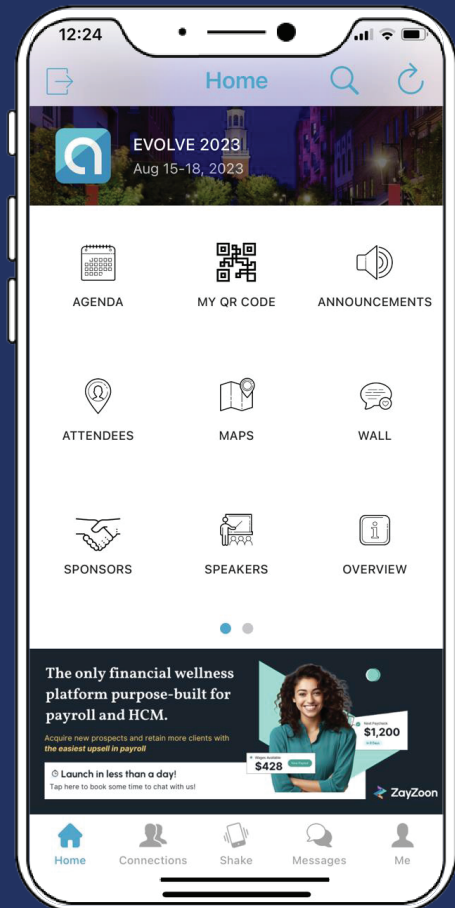
 2023 Asure Reseller Partner Conference

Agenda

- What to expect this week & from this talk
- Our Journey
- Business Insights and Q2 Earnings
- Biggest challenges facing payroll providers
- Why Asure?



Agenda & Details In the App



My Goals this week

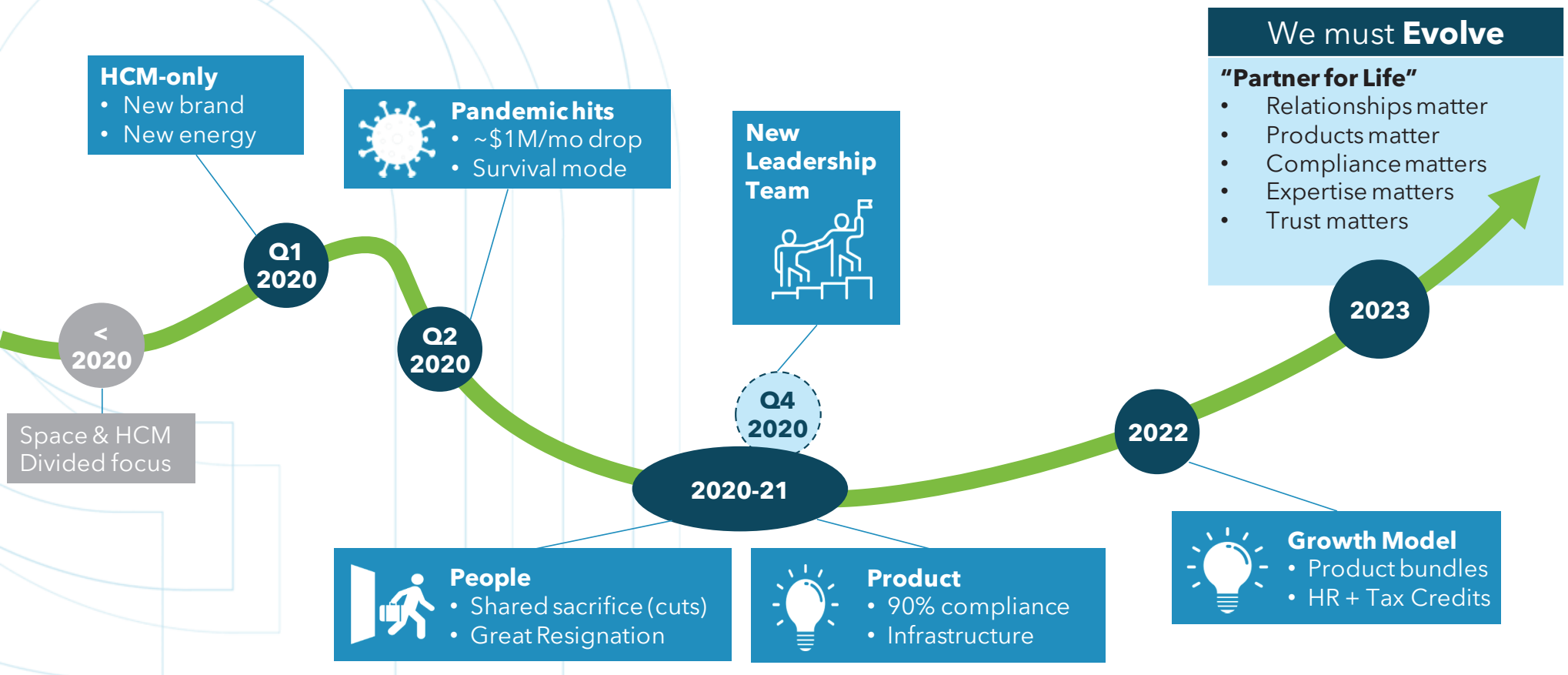
Share

Listen

Align

Reestablish Relationships

Our Journey | Honest Assessment; Bright Future



What's Going on at Asure



(1)

By the Numbers

\$118-\$120M

FY2023
Revenue
Guidance⁽⁵⁾

92%

Recurring
Revenue⁽²⁾

19%-20%

FY2023
Adjusted EBITDA
Margin Guidance⁽⁴⁾

~15,000

Direct
Clients

~85,000

Reseller
Clients

~1.7M

Employees
Served

126%+

2022
Bookings Growth

93%

LTM⁽³⁾
Net Retention

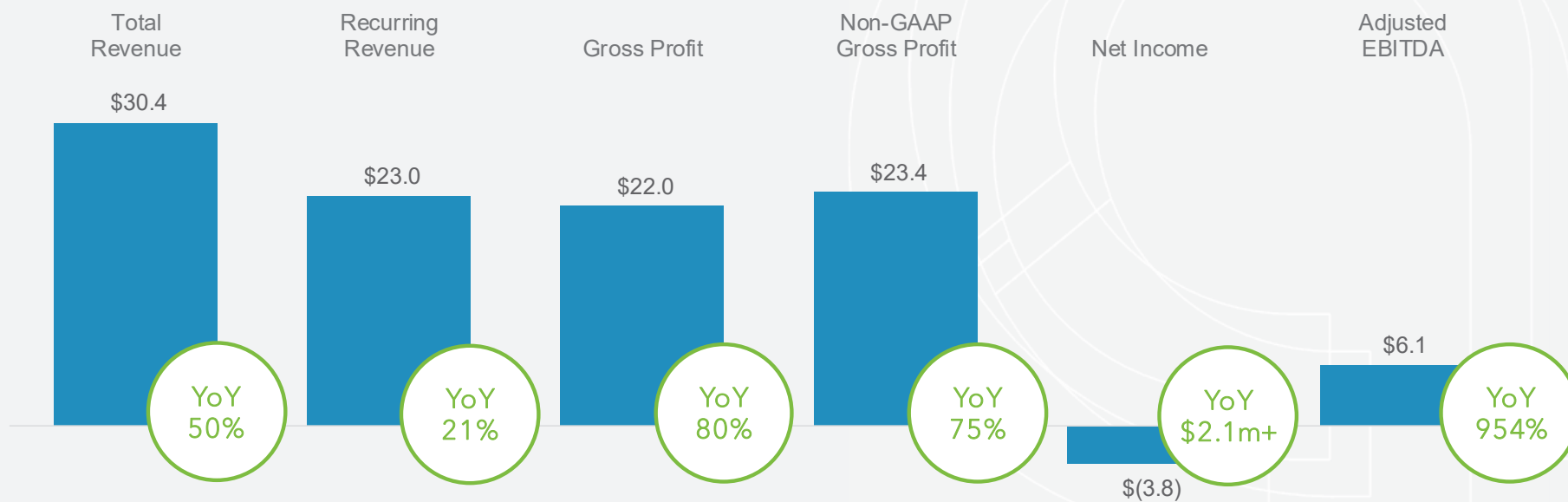
\$10B+

Money
Movement

- (1) As of December 2022
- (2) Average of 2021 and 2022
- (3) LTM as of December 31, 2022

- (4) Net income is the closest GAAP measure to Adjusted EBITDA. A reconciliation of GAAP to non-GAAP and Adjusted measures is contained in the Appendix to this presentation. Management does not provide a reconciliation of guidance of GAAP to non-GAAP or adjusted disclosures because management is unable to predict the nature and materiality of non-recurring expenses without unreasonable effort.
- (5) Reflects management's current outlook for the business in 2023 and is subject to a number of internal assumptions that may not be realized, and risks and uncertainties.

2Q23 Financial Highlights

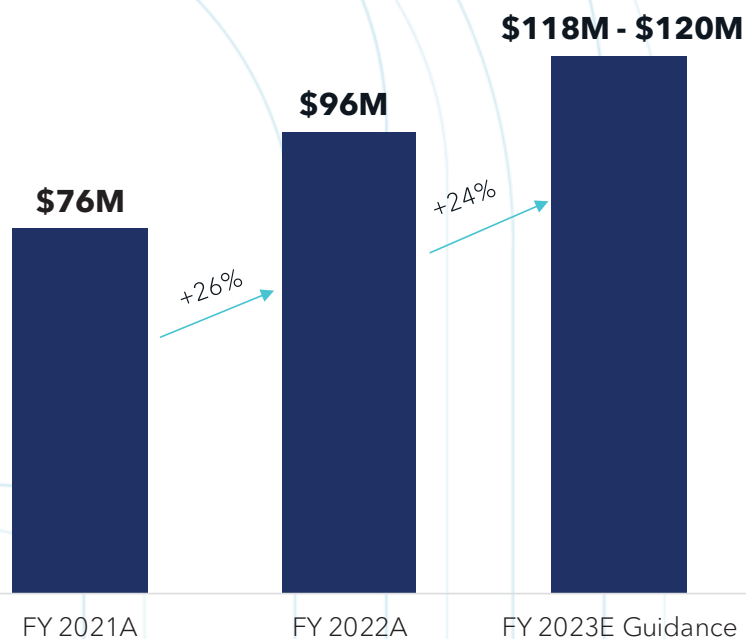


*All figures presented in millions

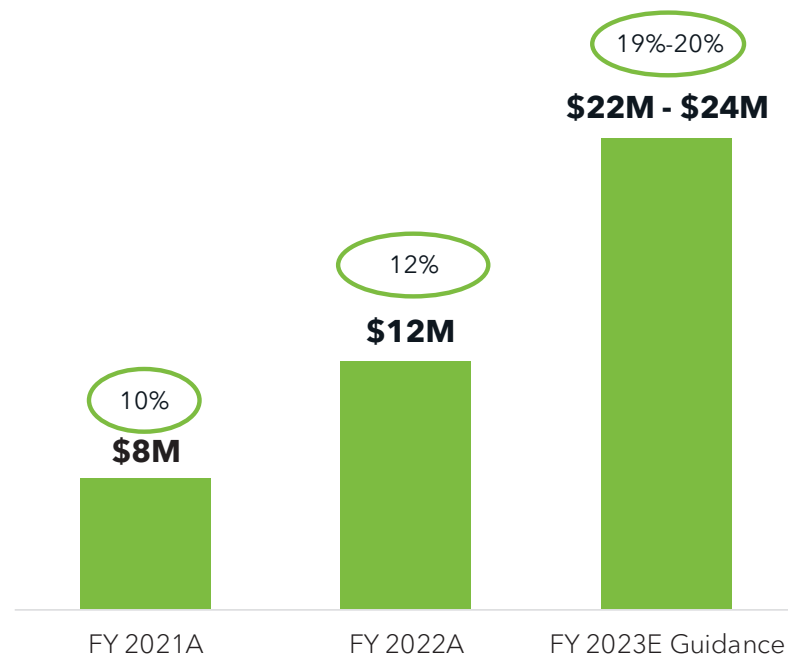
Strong Financial Profile with Significant Near-Term Growth

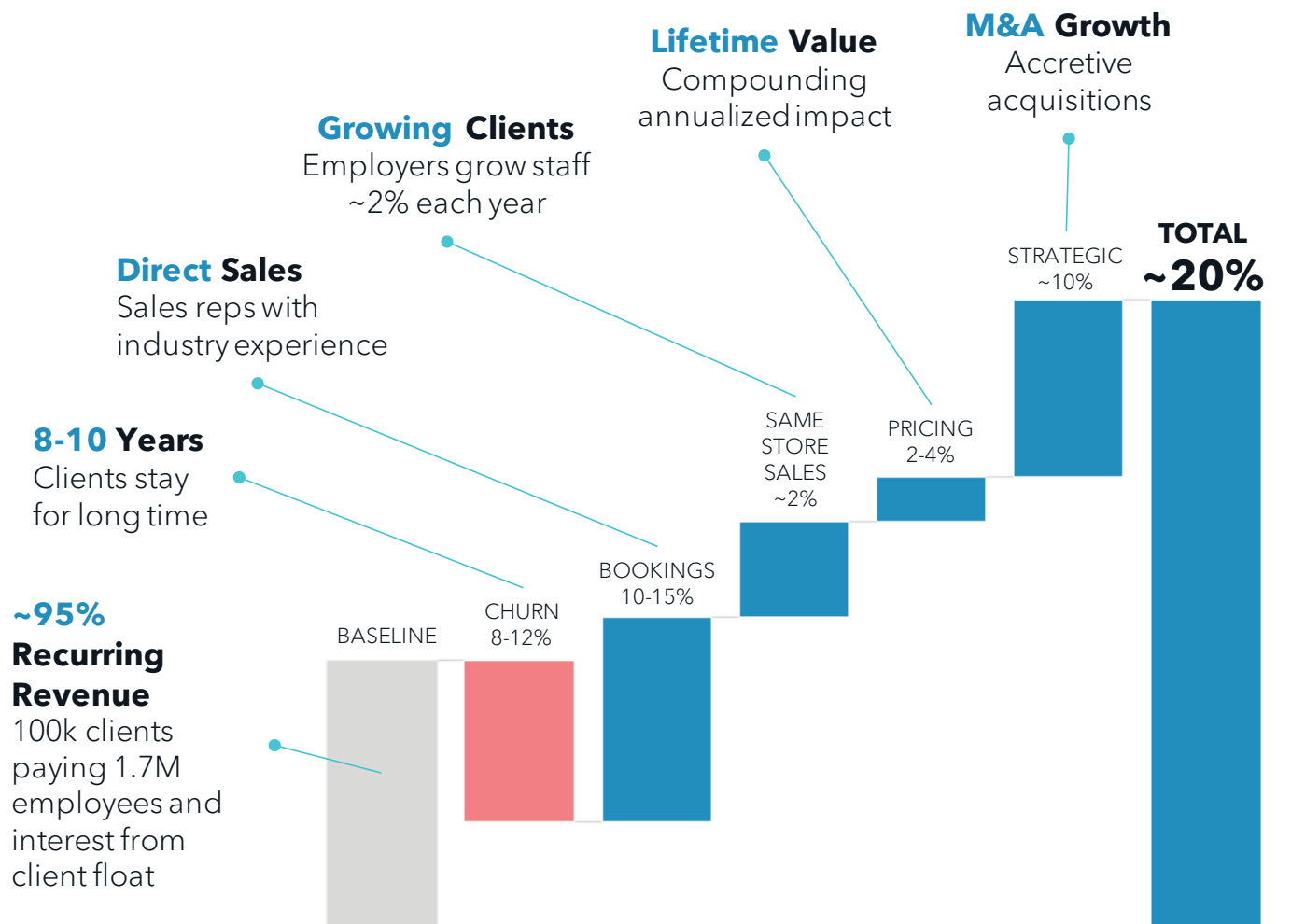


Revenue



Adjusted EBITDA





HCM Growth Model



Long-term growth model with multiple ways to achieve ~20% revenue growth

Two Sales Channels

One HCM Platform

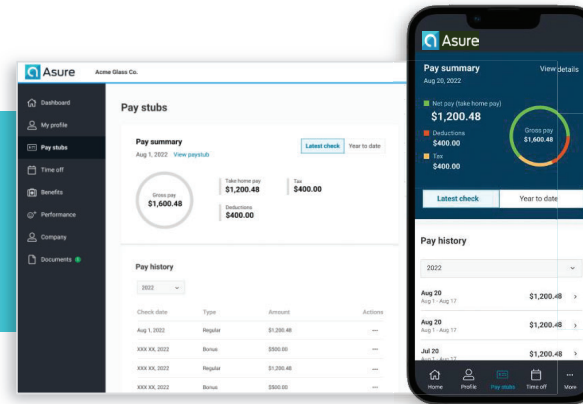


Same Tech for both sales channels improves R&D efficiency and creates operating leverage

Hosted By

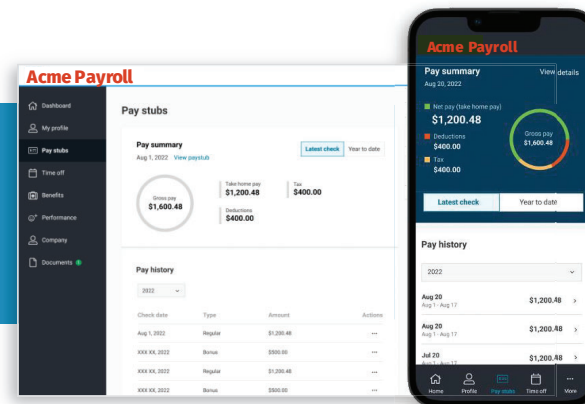


100k Employers
1.7M Employees



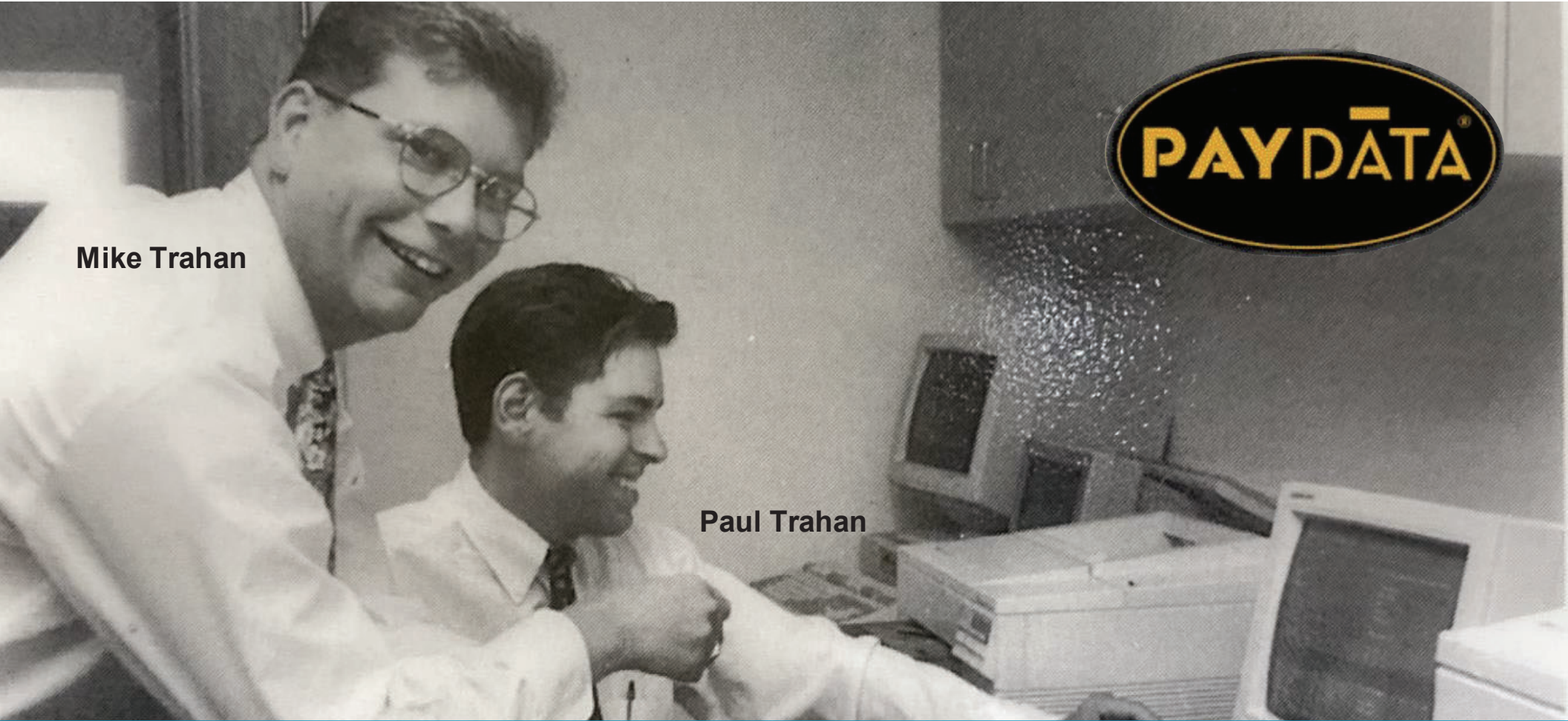
Direct Sales

15,000 Clients
400K Employees



White-label Resellers

85,000 Clients
1.3M Employees



Mike Trahan

Paul Trahan

Entering the payroll business 25 years ago

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

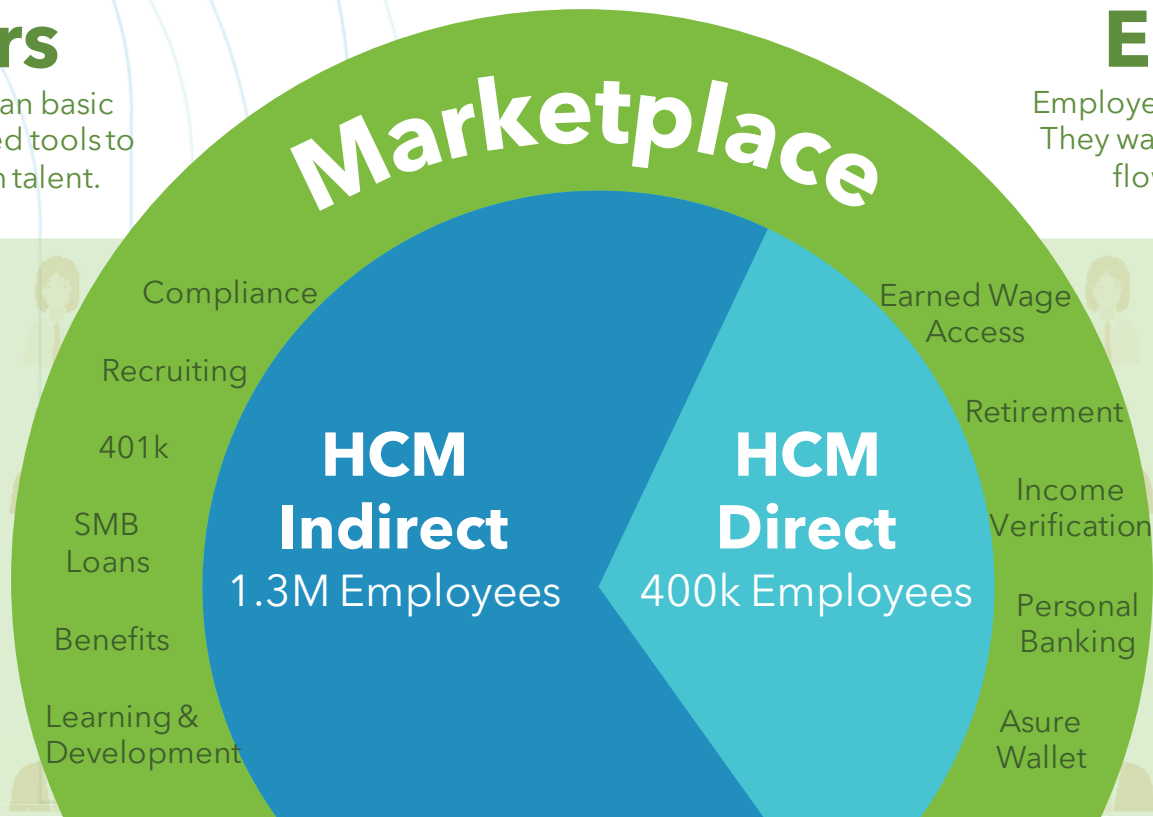
HCM + Marketplace Services = HCM Data Company

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.





Case Study | Employment Verification

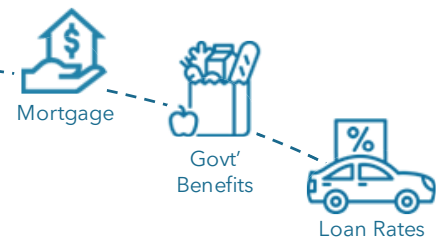
How Asure and Equifax help Employers



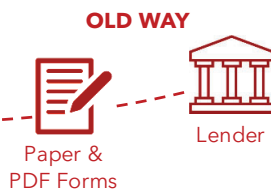
Employer
Frees up staff time and reduces risk around verification process

Employees
Faster decisions through automation improves opportunity for credit and aid

How Asure and Equifax help Employees



Credentialed Verifiers
Mortgage, Auto, Credit Background, Govt', Screeners & more



EQUIFAX
The Work Number®



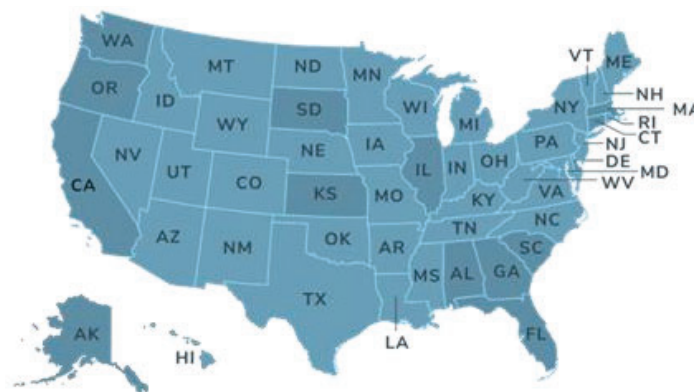


SMB Retirement Plan Trends

Secure Act 2.0

- Passed December 29, 2022
- Easier to offer plans with auto-enroll “safe harbor”
- Tax Credits
 - 100% tax credit up to \$5,000 for plan setup
 - 5 years tax credits up to \$1,000/emp matching contributions (100%, 100%, 75%, 50%, 25%)

State Mandates



- 18 States enacted retirement savings programs
- 26 states introduced or passed legislation
- 6 states have no legislation under consideration

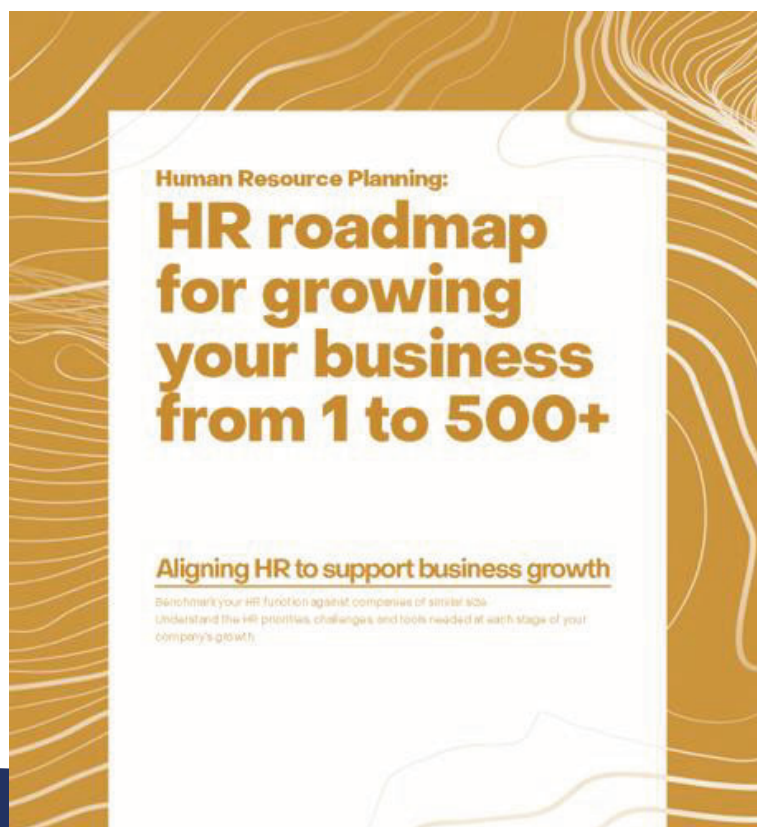
War for Talent

- 3.5% unemployment ~50-year low
- Labor supply has flattened due to changing demographics
- “War for Talent” has hit Main Street





Employer Compliance Complexity



- **1 to 15 Employees:**
Get Hiring and Payroll Right
- **16 to 49 Employees:**
Formalize Policies and Processes
- **50-149 Employees:**
Get Serious About Compliance
- **150- 500+ Employees:**
Communicate Your Culture to Stay Aligned



Payroll Provider Compliance

		
<ul style="list-style-type: none">• Banking info tokenization• ACH Agreements w/Employer	<ul style="list-style-type: none">• Anti Money Laundering (AML)• Know Your Customer (KYC)	<ul style="list-style-type: none">• Money Transmission Modernization Act (MTMA)• State licensing

Why Asure is your Partner For Life?



Solutions



Next-Gen Products



Employer Compliance



Payroll Provider Compliance



Thank You