

Purchasing Power® Fact Sheet — 2021

WHO WE ARE:

Purchasing Power LLC is an Atlanta-based fintech voluntary benefit company offering the leading employee purchase program for consumer products and services through payroll deduction, helping cash-strapped employees achieve financial flexibility. Accessed through their employer or government/trade organization, our employee purchase program gives workers the opportunity to purchase the latest brand-name consumer products, online education services and vacation packages through payroll deduction, when they are unable or prefer not to use cash or credit. Participants make manageable, fixed payments over a pre-set term, with no ballooning interest, credit check, hidden fees, or late fees – it is a transparent payment plan for the customer.

Purchasing Power® —From Employee Purchase to Employee Purpose

Our employee purchase program allows workers to acquire household necessities—including major appliances, electronics, furniture and automobile tires—as well as aspirational products and services through a more flexible and convenient payment plan. Our program offers an alternative to high interest credit cards and other sub-prime financing options for customers who prefer to pay for a purchase over time. The automatic payments and 12- or 6-month payment terms empower them to budget and avoid penalty fees and ballooning interest associated with other payment options. We offer customers access to a better life combined with a flexible, more responsible way to buy.

Purchasing Power employees are also committed to serving our customers with excellence at every point along the way. We strive to be a great organization, both to work for and to do business with. And we have the business awards and customer feedback to prove it. Additionally, we're committed to investing personal resources within our community as well, dedicating more than 3,400 hours of volunteer service in metro Atlanta each year.

QUICK FACTS:

- Started as a computer-only purchase program to offering more than 45,000 different products and services today
- Available to millions of U.S. employee customers through more than 350 large companies, including many *Fortune 500s* and government agencies
- 20+ industries served
- Processed more than 3 million customer orders to date
- Averages a 4.2 Trustpilot customer rating (1-5 scale) nationwide
- A+ Better Business Bureau rating
- Maintained 99% client revenue retention rate
- Ranked 10 years among the *INC. 5000 Fastest Growing Private Companies*

COMPANY HISTORY:

- 2001: Established business model offering an employee purchase program solely for computers
- 2003: Identified U.S. benefits broker network to sell program as a voluntary benefit
- 2005: Established credit facility to support and finance business growth
- 2006: Surpassed 100,000 orders taken since inception
- 2007: Product line expanded to include wide variety of electronics
- 2009: Appliances, furniture, home tools and fitness equipment added to product line
- 2010: Relocated to new headquarters in midtown Atlanta
- 2011: Added Square Trade warranties as a value-added benefit warranty program

- 2012: Expanded catalog with new categories, including baby & kids gear, pre-paid mobile phones, car audio and online educational courses
- 2013: Surpassed 750,000 orders taken since inception
- 2014: Launched new eCommerce platform; Introduced a financial wellness platform of tools and resources free of charge to all PPC customers
- 2015: Received our first-ever corporate credit score rating – Better Business Bureau Rating: 4.7
- 2016: Acquired by private equity investment firm Flexpoint Ford, LLC.
- 2017: Experienced highest number of U.S. employees given access to our program in one year.
- 2018: Surpassed 2.8 million orders taken since inception
- 2020: Reached \$4 Billion in total revenue

SENIOR LEADERSHIP TEAM:

- Trey Loughran, Chief Executive Officer
 - *Former Board Chair, Be the Match Foundation; Former Vice-Chair, FinTech Atlanta*
- Bryon Colby, Chief Digital Marketing Officer
- Robin Holland, Chief Operating Officer
 - *Georgia Consortium for Financial Literacy, Atlanta Tipoff Club, Scleroderma Foundation*
- Michael Wilbert, Chief Revenue Officer
- Ron Oertell, Chief Financial Officer
 - *J.D. and Chartered Financial Analyst, CFA Institute*
- Assad Lazarus, Chief Development Officer & Executive Vice President, Public Sector
 - *Board Member, Junior Achievement of Georgia*
- Prakash Muthukrishnan, Chief Technology Officer
- Greg Birge, Chief Legal Officer and Corporate Secretary
 - *Association of Corporate Counsel Member, Georgia Chapter; Chairman of Finance Committee & Board Member, Carmon Adventist School*
- Racquel Roberts, Chief People Officer
 - *SHRM Senior Certified Professional (SHRM-SCP)*

RECENT AWARDS:

- 2021 Chief Human Resources Officer of the Year, *Atlanta Business Chronicle's* HR Excellence Awards
- 2020 Gold & Silver Stevie® Awards (respectively) for Customer Service – “Customer Service Complaints Team of the Year” and “Best Return on Customer Service Investment”
- 2019 Frost & Sullivan Customer Contact Award for “Best Initiative to Improve Self-Service Customer Strategy”
- 2019 American Business Awards Bronze Stevie® Award for “Human Resources Team of the Year”
- 2019 American Business Awards Bronze Stevie® Award for “Transformational Sourcing Relations Leadership”
- 2018 Silver Stevie® Award for Sales & Customer Service—“Best Customer Satisfaction Strategy”
- 2018 Gold Stevie Award for B2B Marketing—“Outbound Marketing Program of the Year”
- “2018 Best and Brightest Company to Work For® in the Nation” by the National Association of Business Resources. (Also in 2017, 2015)
- Corporate Volunteer Council of Atlanta’s “2018 Impact Award – Corporate Volunteer Program of the Year, Small to Medium Size Business”

- 2017 Silver Stevie® Award for “Brand Experience of the Year: Business-to-Business,” presented by The American Business Awards—cited for Purchasing Power’s “Fueling Financial Wellness @Work” Roadshow
- Ten consecutive years, “*INC. 5000* Fastest Growing Private Companies” (2007-2017)
- 2016 Winner “EHBC Executive Choice Award for Voluntary Benefits”
- Finalist: “TAG Southeastern Software Association (SSA) Impact Awards, Internal Software Development Group”
- *Atlanta Business Chronicle*’s “Atlanta’s Top 50 Private Companies” (#32 in 2019-20)
- *Internet Retailer*’s “2019 Top 1000 e-Retailers in North America” (#121 overall; #10 among *Specialty*)
- Technology Association of Georgia’s (TAG) “Top 20 Innovative Technology Companies of 2017”
- 2014 Silver Stevie® Award for “Innovation in Customer Service – All Other Industries.”