



About Purchasing Power

April 2023

Purchasing Power Leadership Team



Trey Loughran
Chief Executive
Officer



Robin Holland
Chief Operating
Officer



Ron Oertell
Chief Financial
Officer



Bryon Colby
Chief Digital
Marketing Officer



Prakash Muthukrishnan
Chief Technology
Officer



Greg Birge
Chief Legal
Officer



Stephanie Doherty
Chief People
Officer



Mike Wilbert
Chief Revenue
Officer



Assad Lazarus
Chief Client
Development Officer

PURCHASING POWER

Who We Are

We are a flexible and immediate employee purchase program that helps employees stretch their budget further when facing a large expense. Employees can buy what they need when cash, credit or taking on more debt are not viable options.

Core Components

Employee Purchase Program

Financial Health Resources

Live Counseling & Financial Coaching

A Comprehensive Component of **Financial Wellness**



FOR YOU

✓ Reduces Turnover

✓ Eases Financial Stress for Employees

✓ Competitive Benefit Without the Cost

FOR YOUR TEAM

✓ Financial Empowerment

✓ Lower Total Cost of Ownership

✓ Simplifies Budgeting

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Our Mission

Powering People to a **Better Life**

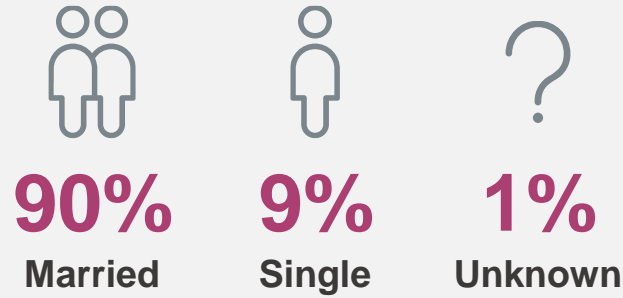


Who Uses Our Program: All Industries

GENDER



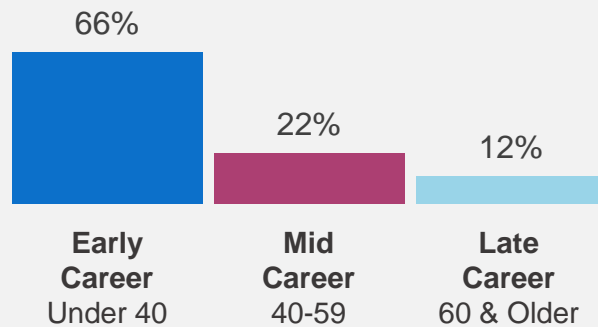
MARITAL STATUS



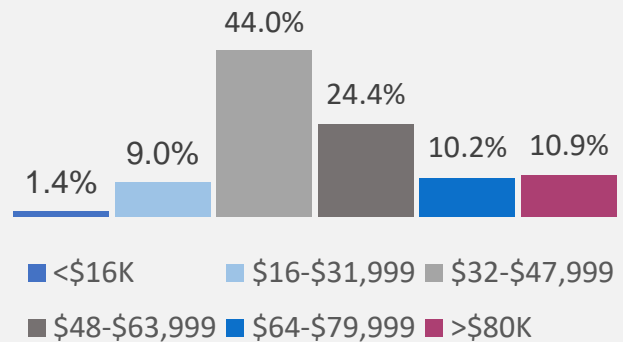
MEDIAN HOUSEHOLD INCOME

\$82,000

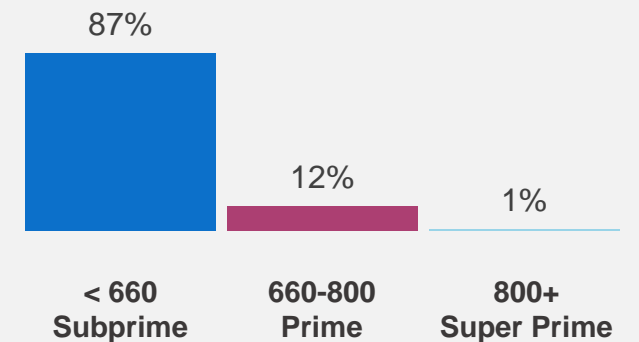
CAREER STAGES



SALARY



CREDIT SCORE RANGE



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Demographic data reflects 2022 Q2 Experian information pulled on 9.13.2022.
Salary data is based on 2022 EDM Customer Table as of 9.12.2022.
Credit Score data is based on TransUnion data pulled on 6.21.21.

Purchasing Power at a Glance

9.5%
Average Program Utilization*

20+
Industries Served*

96%
Retention Rate*

2001
Year We Were Founded

4.0

A+

4.4
Google

Average Program Utilization - Ratio of eligible buyers to total eligibles, as of August 2022
 Retention Rate – Total retention rate as of July 2022
 Industries Served – Total number of industries served as of July 2022