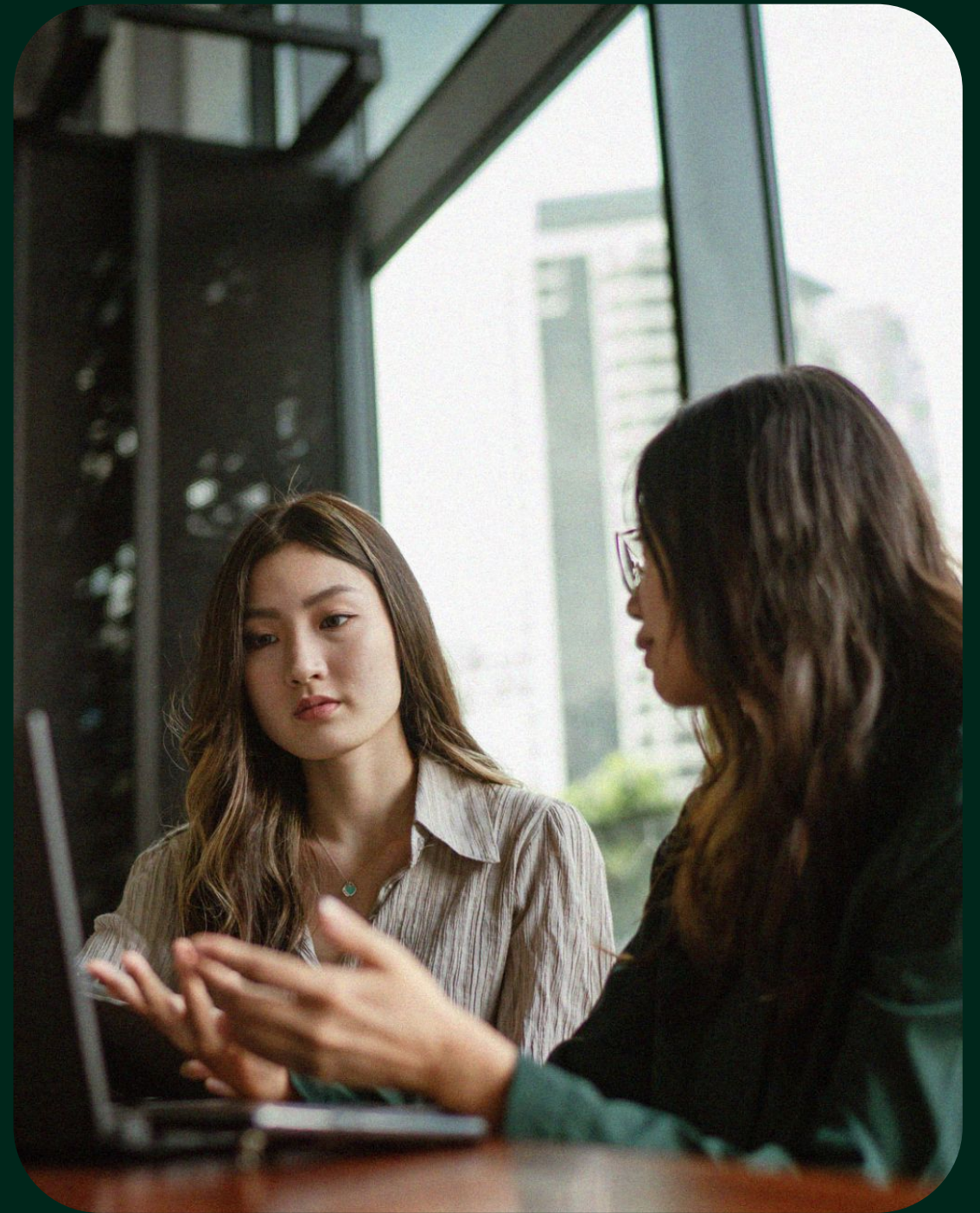




Priority Payroll & Benefits *Launch*

April 22, 2025



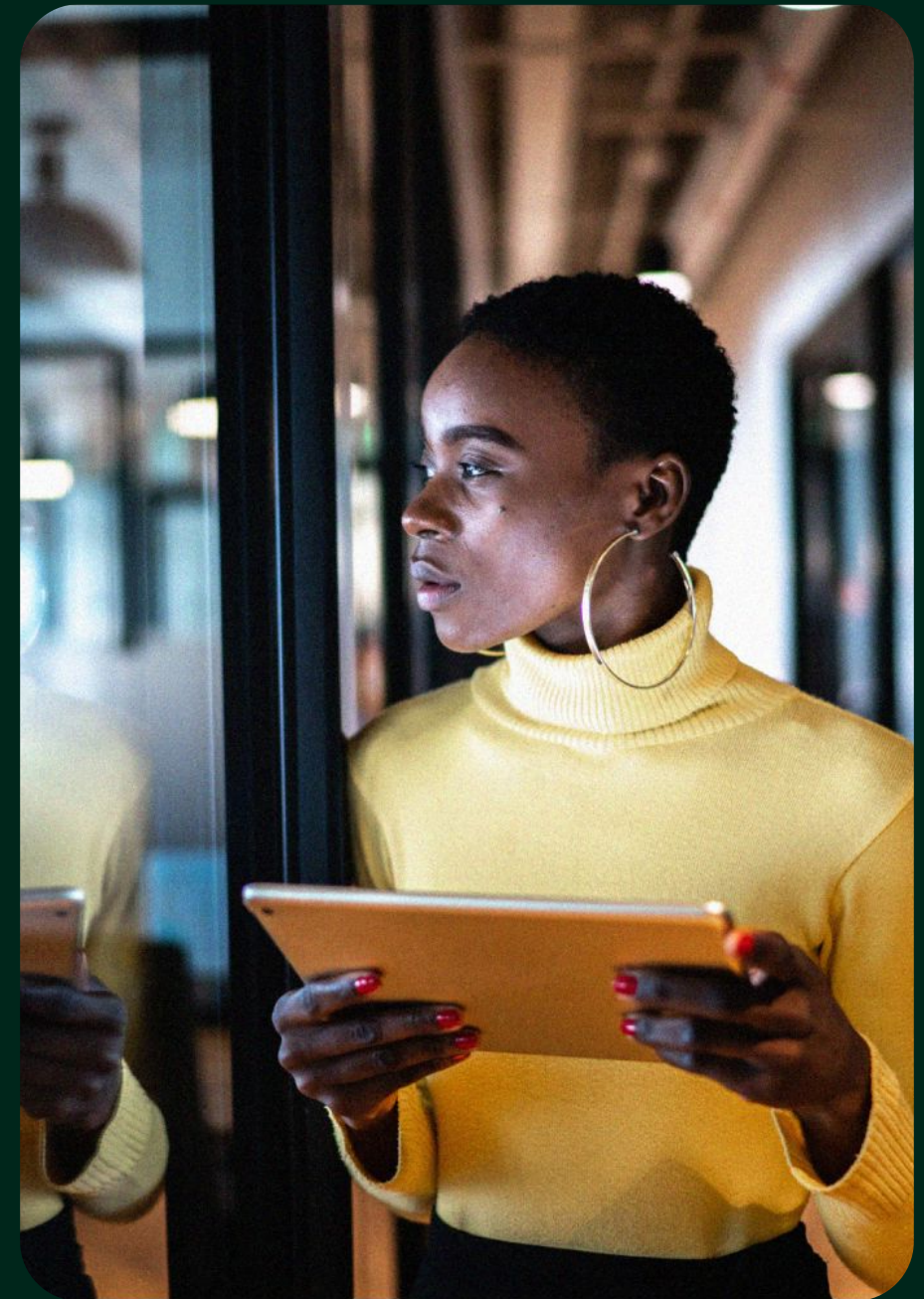
Agenda

1. Rollfi + Priority
2. Product Overview + Benefits
3. Product Demo
4. Incentive Program
5. Resources to help you



Rollfi + Priority

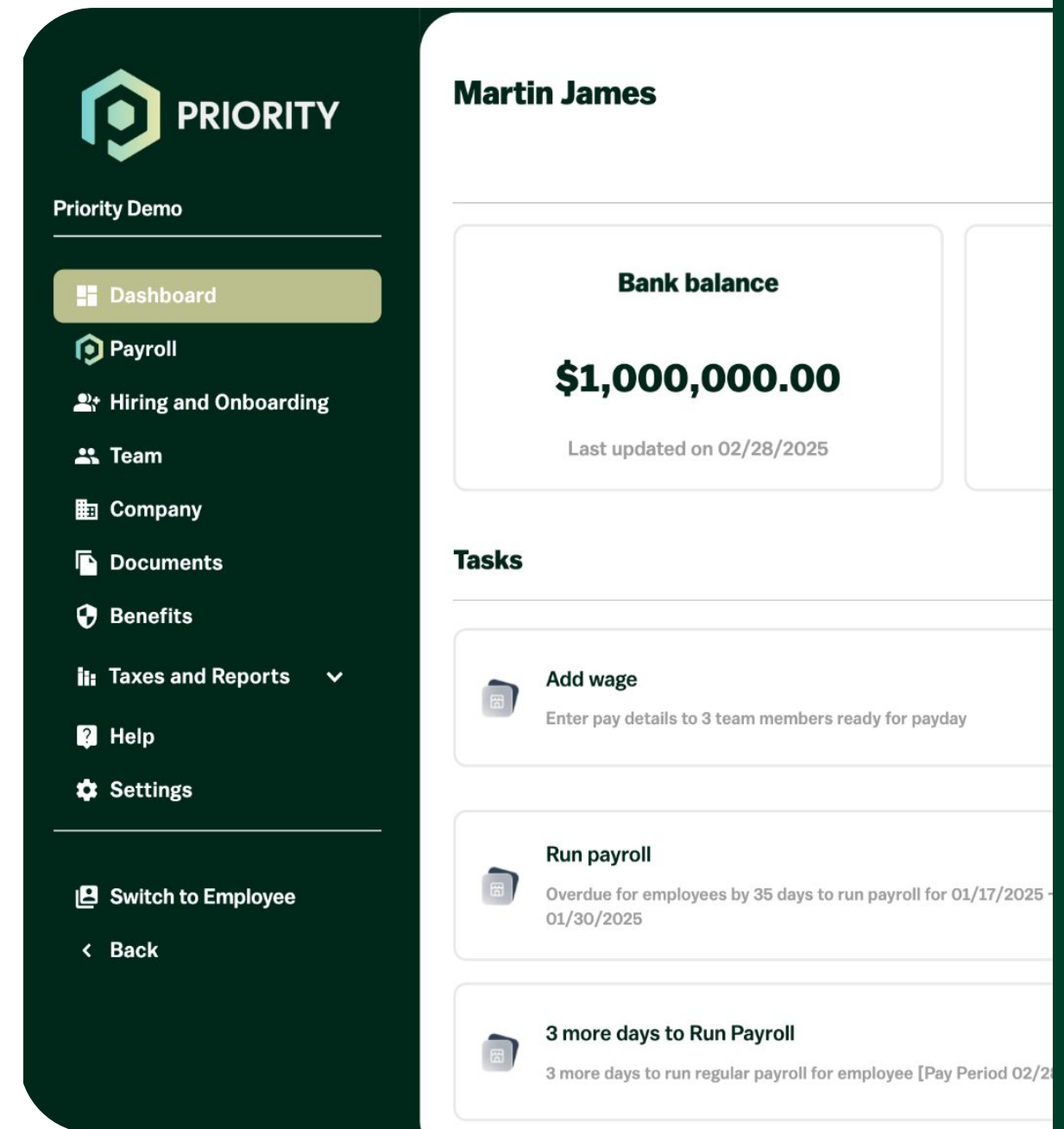
- Priority acquired Rollfi's payroll & benefits infrastructure in December 2024
- Strengthens the Unified Commerce Engine with a seamless payroll and benefits experience integrated to the larger Priority ecosystem
 - ◇ Easy onboarding through MX™ Connect
 - ◇ Future Integrations with MX POS + Passport
- [Press release](#)



Overview

Nationwide W2 and 1099 Payroll + Benefits
Automated Federal, State, and Local Tax Payments and Filings
Health & Life Insurance via National & Regional Carriers

- Simple Online Onboarding
- Direct Deposits
- Printable Checks
- Supplemental Payroll
- Off-Cycle Payroll
- eSignature
- Document storage



**Payroll is
frustrating,
time-consuming,
and expensive**

Save your merchants
time and money that they
can use to reinvest in
their businesses.

260+ hours

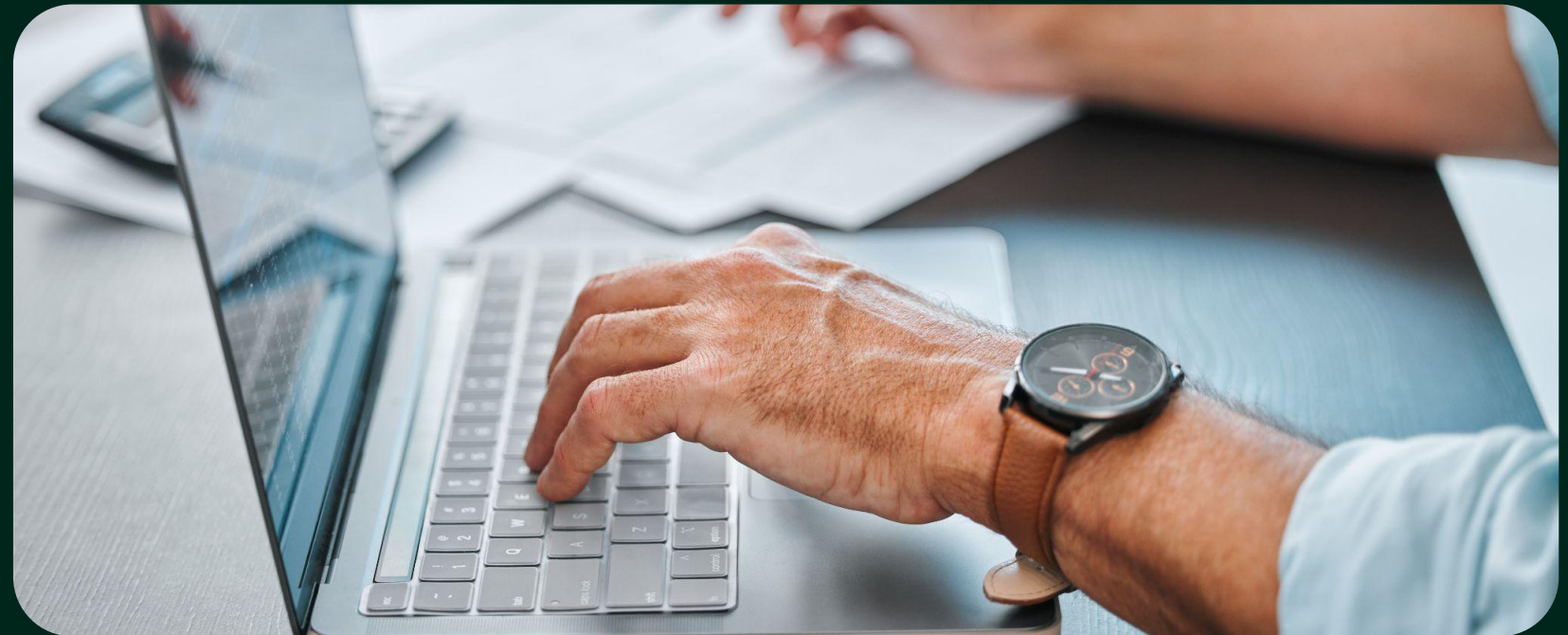
Spent by businesses
on payroll tasks
annually*

45%

Businesses that run
payroll with
spreadsheets**

80+ hours

Spent on payroll
compliance
annually***



Benefits for Merchants

- **Worry-free compliance**
 - ◇ We handle all employee and employer payroll obligations
- **Effectively integrated**
 - ◇ Smooth data flow, eliminate manual entry, less errors
- **Focus on your business**
 - ◇ Automate complex tasks and ensure on-time payments
- **Easy onboarding through MX™ Connect**



Benefits for Partners

- **Attrition fighter**
 - ◇ Payroll is a sticky product
- **Develop deeper relationships**
 - ◇ Capture a key financial workflow
- **New revenue channel**
 - ◇ Competitive pricing with healthy margins
- **Easy onboarding through MX™ Connect**



Priority Advantages

→ Simple, easy to understand pricing

- ◇ Competitors pricing can be complex lots of hidden charges
- ◇ See MX Connect Document Library → “Addendum to Schedule A for MX Merchant”

→ Integrated with other Priority products

- ◇ Faster, more secure money movement and data

→ Digital experience

- ◇ Onboard within minutes
- ◇ Reduce manual data collection for admins



Testimonials

“Priority Payroll & Benefits was incredibly easy to get set up and now my payroll is basically automated. If I ever have any questions, their team is very communicative and knowledgeable, which gives me the confidence I need to make sure my people get paid correctly and on time.”

Michael Liu, Govt Portal

Govt Portal
New Age In Government Interaction

“The Priority Payroll & Benefits did a great job of helping us get payroll set up quickly. Our employees can easily onboard themselves, which takes a lot of work off of my plate. The testament of a good payroll system is when employees don’t complain and get their paychecks on time. Priority has delivered that.”

ipPayware
Payment Tecnology



How Priority helps you

If you haven't sold payroll before, Priority is here to help!

- Videos
- Competition matrix
- Guides
- FAQs
- Direct access to Priority Payroll Sales and Ops team
- MX™ Connect Activation Guide

Key Takeaway - You will have the resources to handle questions from merchants quickly and confidently.

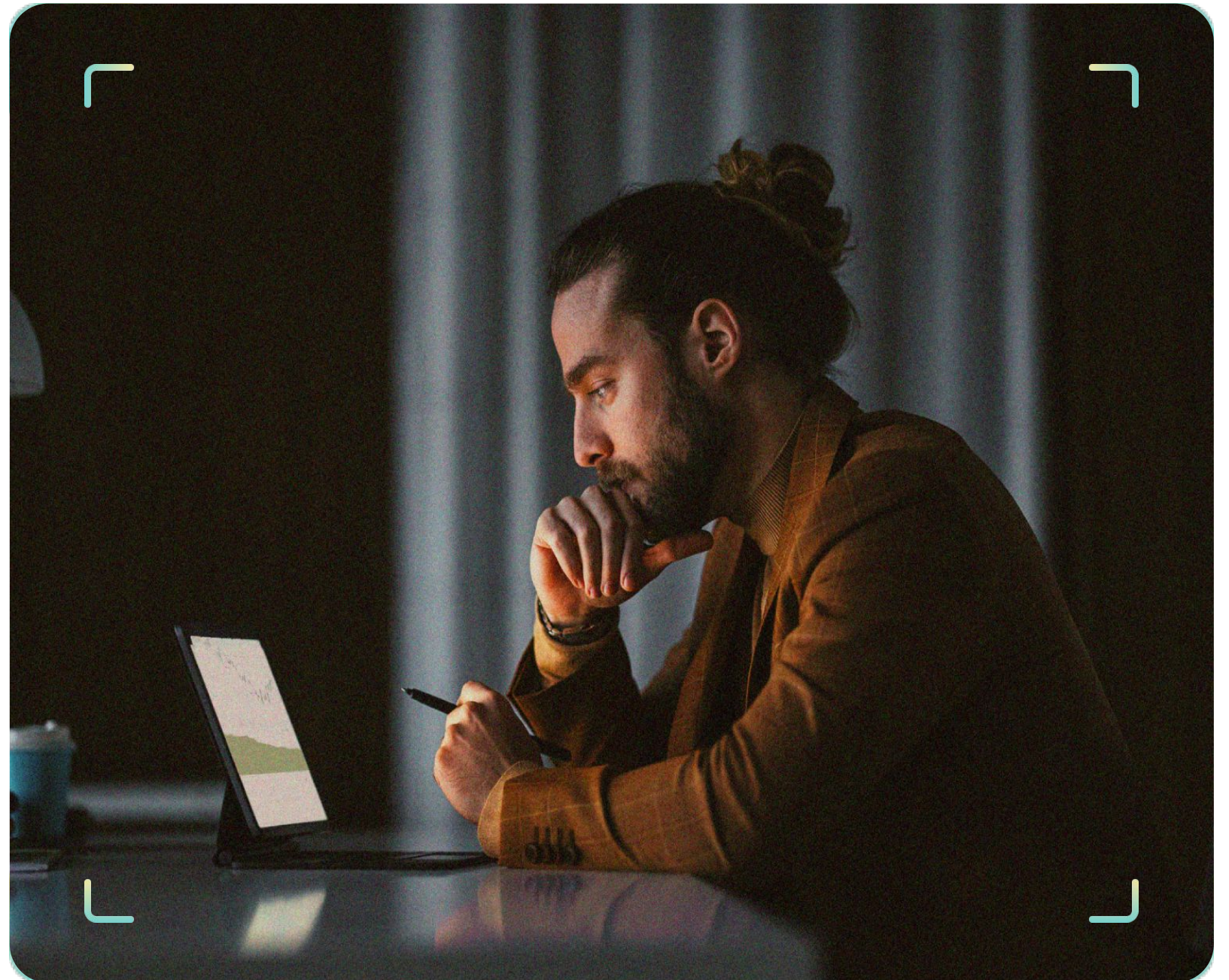


Onboarding Merchants

MX™ Connect makes setting up payroll for your merchants simple and easy

- Select “Add Priority Payroll & Benefits”
- Fill in some basic merchant information and set the pricing
- Invite the merchant to finish up onboarding

See detailed activation guide [here](#).



Ready to get involved in *Priority Payroll & Benefits?*

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