



Leading Comprehensive Recruiting and Retention Solution

Your Careerlink to a brighter future

Careerlink.com

A group of four business professionals are seated around a table in a bright, modern office setting. In the foreground, a laptop screen displays a 'Stocks Chart' with a line graph showing an upward trend. The text is overlaid on the image in a bold, dark blue font.

We operate in a highly fragmented industry that is poised for consolidation by a company with superior technology and a compelling business model — Careerlink.

Key Differentiators

Industry-leading technology powers end-to-end employee recruitment and retention

Market dynamics for expansion nationally are in our favor

Technology and business model is very attractive to employers and candidates

Used by 80% of the Fortune 500 companies in our home state

Aggressive growth plans through acquisition and expansion

Strong management team

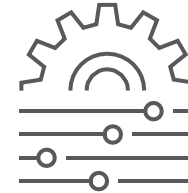
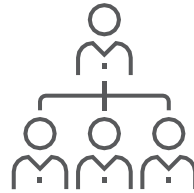
“

Thank you for all you and your organization do for our team. The level of engagement and genuine empathy is truly refreshing.”

Tony Pofahl
Director, WorkFit

In a highly fragmented industry, Careerlink's business model is unique

End-to-End Recruitment and Retention Solutions



Recruiting Software

Proprietary technology-enhanced recruitment, through strategic partnerships supported by dedicated account managers.

Staffing

Experienced teams utilize a unique combination of proprietary technology, nurtured relationships, and our industry-leading talent engagement platform to enhance results.

Retention

Our Pulse Technology is an early warning system alerting managers where and how they need to improve morale to improve retention.

“

I have only been a subscriber for three weeks, but the amount of qualified candidates that I was able to reach was wonderful.”

Adam

Director, Love and Learn

The right job, to the right people, at the right time.

We are known by the company we keep

Impressive Client List



We are the leading integrated platform for recruitment, staffing and retention serving the Fortune 500 in our home state.

Market Dynamics Are in Our Favor

- Competition for candidates is greater than ever
- Internal HR departments have, historically, done a poor job of recruiting, resulting in high rates of outsourcing
- Fragmented industry with many companies who would benefit from our business model and technology solutions
- While there are some name brands (ZipRecruiter, Indeed, Robert Half) there are no dominant players
- Job switching is at an all-time high
- There are more jobs available than can be filled by the current work force

“

*I am very happy with the system.
I will use your service again as we continue to grow.”*

Jim Adams

High Temperature Technology

The opportunity to leverage our technology and innovative approach has never been greater.

The job market is more volatile than ever before

Market Dynamics Are in Our Favor — Recruitment

46%

of workers ages 25–54 expect to change jobs within a year or two.¹

11.2M

job openings in June 2022 is a record.²

2:1

There are twice as many job openings as unemployed persons.³

14.7%

annual growth of recruitment industry 2017–2022 to \$14.7 billion.⁴

6.7M

new hires in March 2022.²

“

This is the greatest job seeker market in history.”

Wall Street Journal

¹ Wall Street Journal, April 2022. ² Labor Department. ³ U.S. Bureau of Labor Statistics, June 2022. ⁴ IBISWorld.

The volatility and mobility of the job market leads to dramatic growth for the recruitment industry.

Reinventing the Job Search Paradigm

Dream Team Technology

Provides candidates with detailed corporate and team culture information via social media

Affords candidates access to company attributes that are critical to the decision-making process

Hot List Program

Dynamically tracks candidate searches and provides precisely curated jobs based on candidate search behavior

Offers candidates more desirable job options suited to their skills and requirements

Talent Engagement

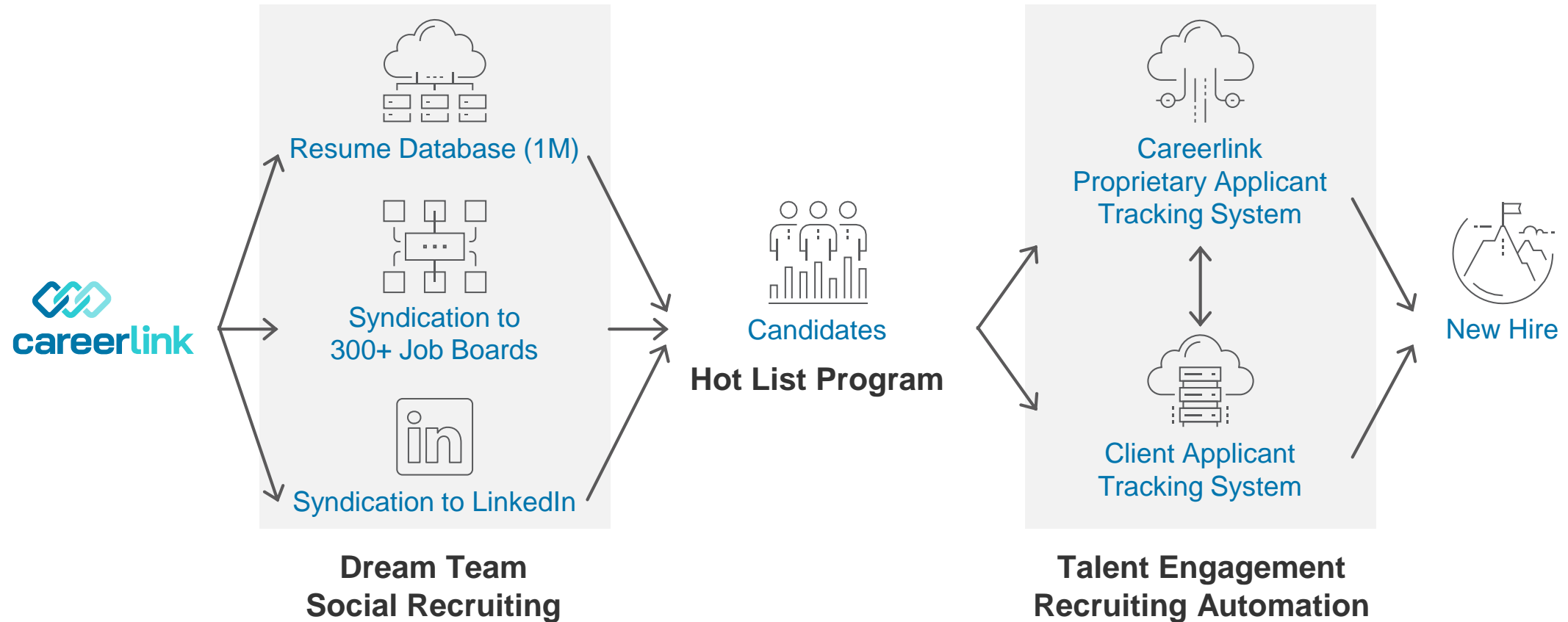
Combines historical candidate pool data from client's Applicant Tracking System with Careerlink's databases

Dramatically increases response rates and accelerates hiring through recruiting automation

We are uniquely good at helping candidates find the right job for them.

Reaching candidates where they are

Recruiting



Our innovative recruitment programs are unmatched in the industry. Instead of “post and pray,” Careerlink is personalized and precise.

Our staffing capability represents a competitive advantage

Market Dynamics Are in Our Favor — Staffing

22.1B

staffing agency
market size.¹

60.5%

of staffing companies
believe 2022 revenue will
exceed 2021 by 30–50%.²

17.1%

The top 5 companies
represent only a small
percentage of the market.³

*Leverages our
proprietary technology*

*Integrates our recruitment
technology and
strategic partnerships*

*Dedicated account
management
improves results*

*Recruitment fee offsets
are an industry-leading
innovation*

“

*I have now hired
people for three
different departments
and continually
have resumes to
choose from.”*

Dwayne Tucker

General Manager,
Dixie HomeCrafters

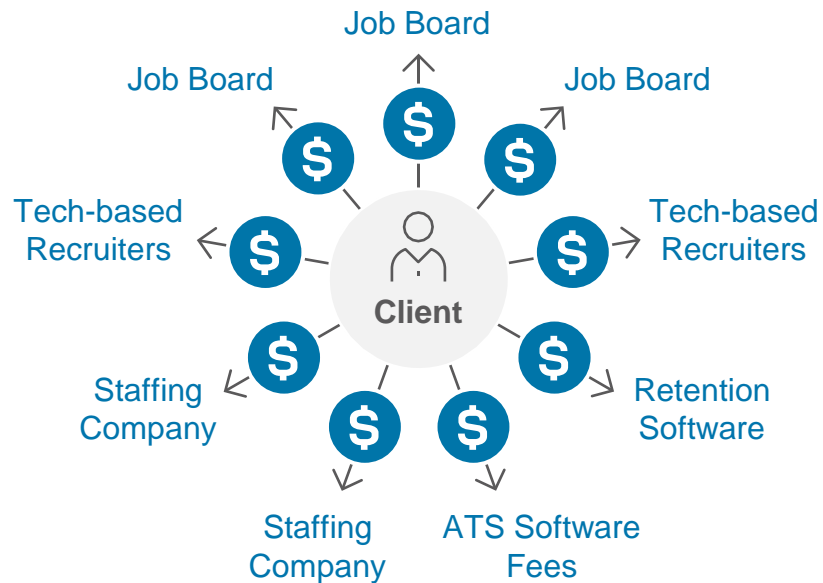
¹ Employment and Recruiting Agencies in the U.S. 2017–2022. ² Staffing Industry Growth Survey. ³ U.S. staffing agencies by market share.

**Careerlink’s integration of recruitment technology
and staffing expertise delivers a competitive edge.**

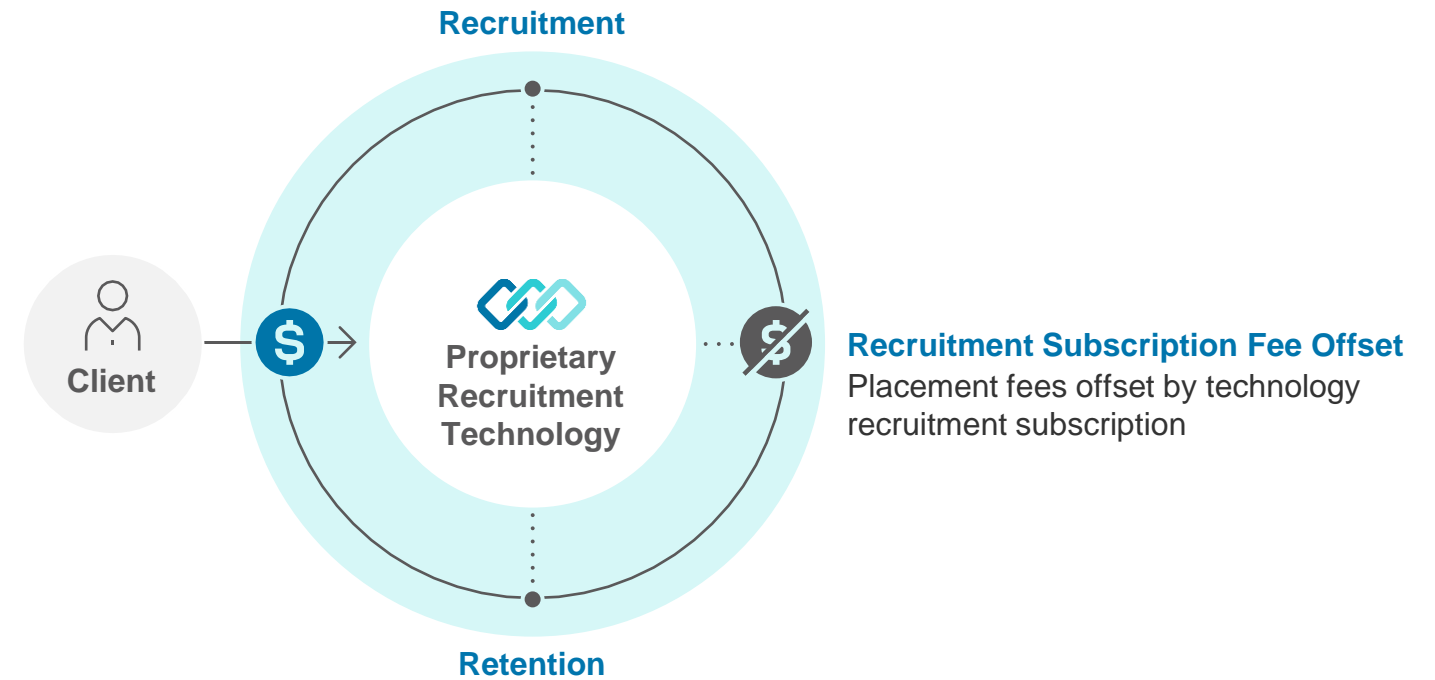
Market dynamics are in our favor

Innovative Fee Offsets Are Unique in the Industry

Traditional Models

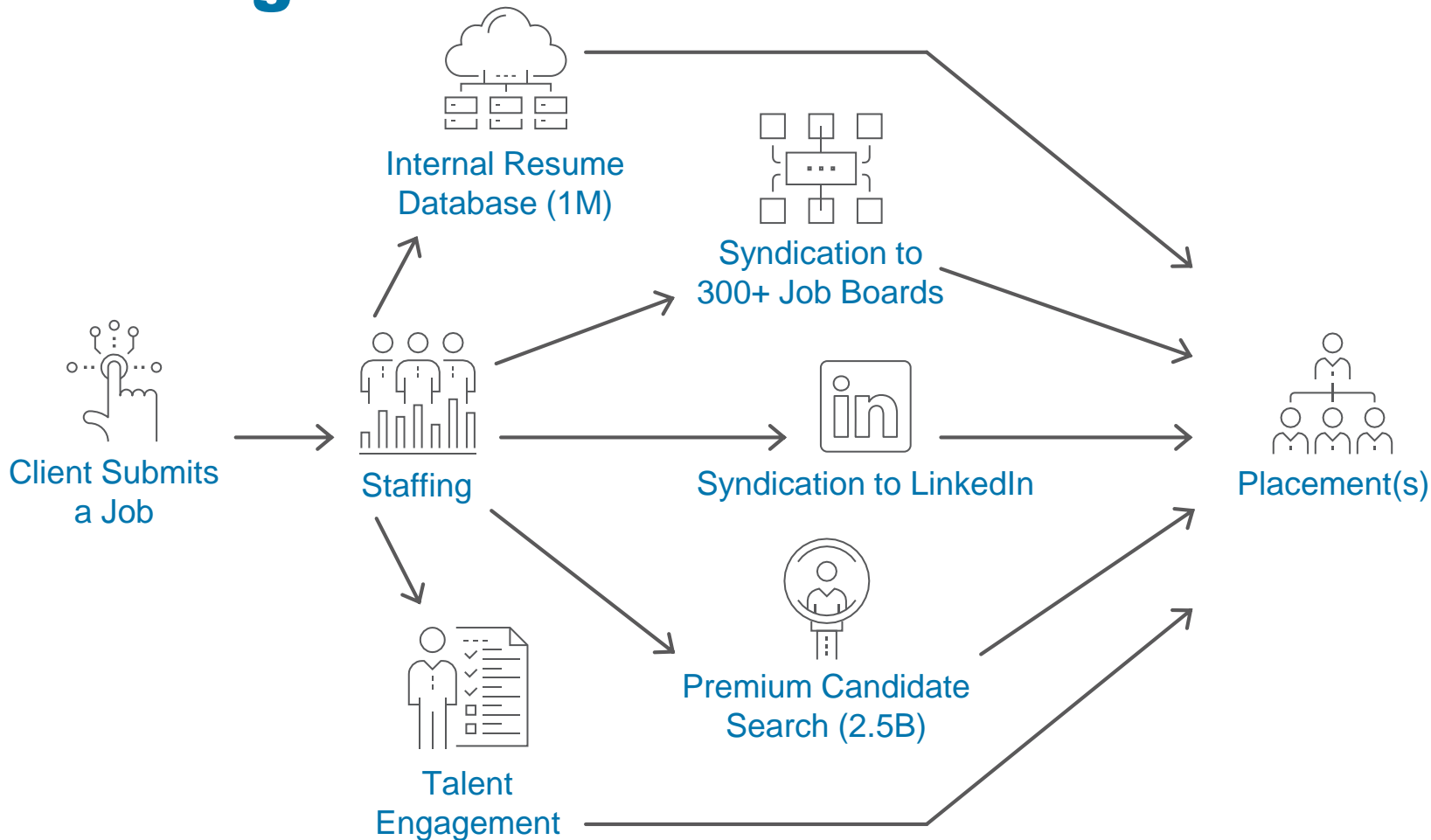


Careerlink Model



We don't just find a needle in a haystack, we drive the needle to find *us*.

Staffing



“

I was amazed at the quality and talent of the applicants we received.”

Jackie Locke

Staffing placement fees are offset by recruitment subscription fees.

Market Dynamics Are in Our Favor

11.8%

CAGR projected for employee engagement feedback software 2021–2027.¹

33%

of an employee's salary is the cost of replacement.²

70%

of the workforce in 2025 will be millennials who expect better work/life balance.³

\$4,425

average cost to replace an employee.³

42

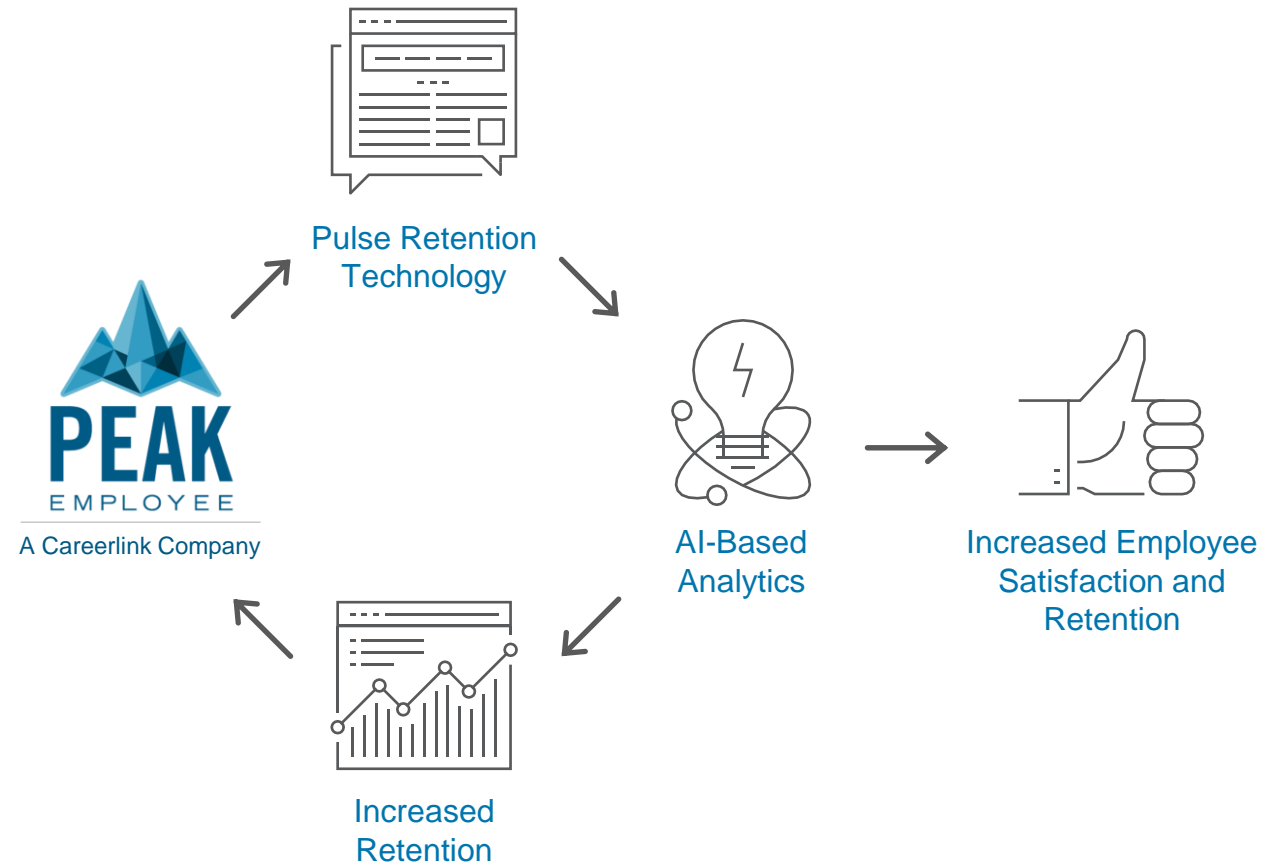
days to fill an open position.³

¹ Blue Weave Consulting. ² indeed.com. ³ Chally.com.

Increasingly, companies are concerned about the high cost of replacing employees who resign.

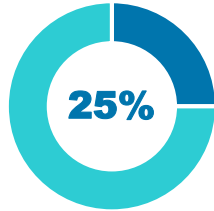
Retention

- AI-based pulse surveys
- Can be executed by region, office, supervisor or job function
- Linear regression analysis can detect and prevent issues before they materialize
- Rapid deployment
- Immediate survey results



Our AI technology helps motivate and engage our clients' employees.

Aggressive Growth Plans



Organic

Recruitment

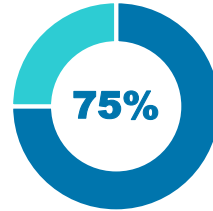
Foster new strategic partnerships and further develop AI software to enhance technology advantage

Staffing

Increase number of services and expand geographically

Retention

Execute marketing plan focusing on the cost of losing employees



Acquisition

- Large number of smaller companies that don't have the resources or technology to compete
- Our comprehensive business model has proven to be attractive to prospective acquisition candidates
- Preliminary discussions have received favorable responses

“

I was overwhelmed with the response after posting an ad on your website. I will certainly use your service again when searching for new employees.”

Carolyn Hickman
Office Manager, Hixson Utility

Many independent recruiters see Careerlink as an enhancement to their own efforts.

There are significant advantages to acquisition candidate companies

- Shared infrastructure cost savings
- Expanded solution set
- Access to Careerlink's proprietary technology
- Deepen existing client relationships through additional service offerings
- Ability to monetize their practice
- Join a company with a unique value proposition and a bold vision to transform the industry
- Flexible deal structures
- Opportunity to become a part of a public company
- Ability to retain their brand while becoming "a Careerlink Company"
- Opportunity to become part of a public company through Regulation A+ offering

“

For professional-level positions, we use Careerlink first.”

Diana Maudlin

University of Chattanooga

Careerlink has changed the industry paradigm, offering an opportunity for both sides to grow.

Acquisition Target Company Profile

- Revenue of \$5–\$50 million
- 8%+ annual revenue growth
- \$1 million in EBITDA for the past three years
- Specializing in IT, marketing and professional staffing for mid-market companies
- Can be either permanent placement or contract staffing, or both
- Strong and stable management terms

“

I am truly a convert and would highly recommend that anyone needing to hire people give Careerlink.com a chance.”

Michael Becker
Estate Gardeners

The number of candidate companies is large and the competitive advantages we offer are clear.

Strong and Experienced Management Team

Phil Greenwood, CEO and Chairman

- Experienced tech entrepreneur and staffing company execution
- Acquired Careerlink in 2020 and has transformed it from a regional nonprofit to a technology-based comprehensive HR solution
- Formerly Global Group manager at Microsoft and CEO of Redmond Technology Partners, a privately held staffing firm

Mike Zeigle, Business Development and Operations

Mike Zeigle has over 17 years experience in HR Staffing and Technology management and sales. He has extensive knowledge of enterprise software sales in the HR space having spent over 15 years in both senior managerial roles and as an individual contributor driving sales and customer service.

Amanda Yarbrough, Director of Talent Sourcing

Responsible for building strategic talent sourcing partnerships and oversees the staffing business.

Harold Gentry, Director of Sales and Account Management

30+ years experience in sales, customer experience and talent management.

“

Careerlink continues to be good to me. Of the seven new hires I brought on, six originated from Careerlink.”

Mike Witkowski

Infogroup

The leadership team has a unique combination of entrepreneurial, technology and sales experience.

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Strong management team



Searching for top talent? Make a Careerlink today!