

Asure Software

Patrick Goepel, CEO

Vision & Overview

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995:

Statements made in this presentation regarding Asure's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties, including those set forth from time to time in the Company's filings with the SEC. Such risks and uncertainties could cause actual results to differ materially from those contained in the forward-looking statements. Additional information on the Company's filings can be found at its investor relations website investor.asuresoftware.com



Asure Software Overview



OUR MISSION

To give businesses the best workforce management tools that are intuitive and innovative while driving down overall costs and increasing productivity

WE ARE...

EXPERIENCED

- Founded 1985
- 2,000+ Clients
- NASDAQ: ASUR

UNIQUE

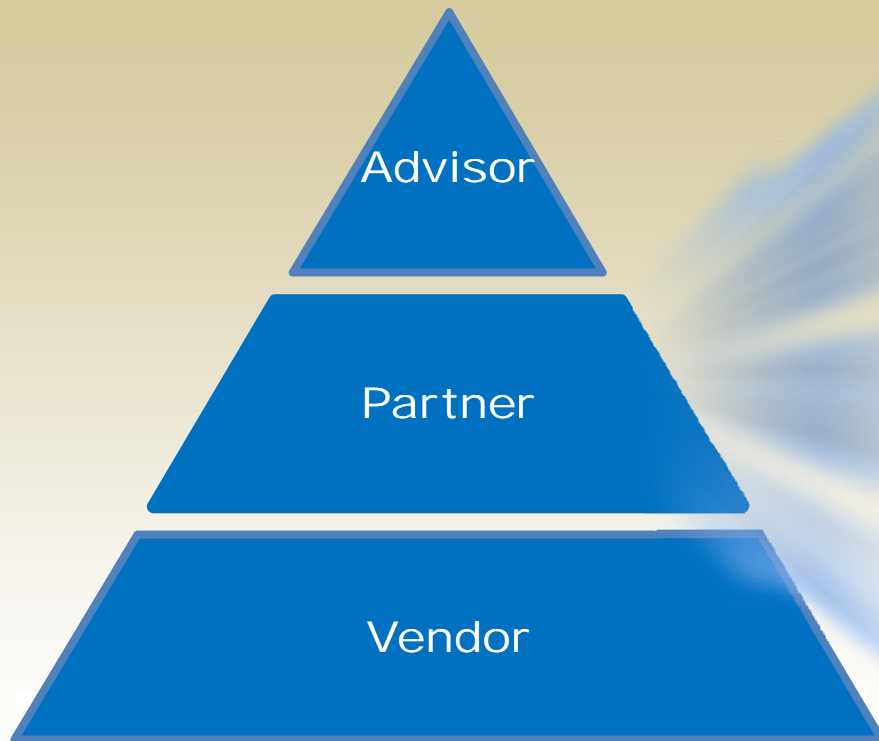
- Service at The Center of All We Do
- Leading Technology

PROVEN

- High Client Satisfaction
- Highly Rated User Experience
- Experienced Leadership



Our Goal with Every Client



Asure Client Promise

We Will...

Create Measurable Value
for Our Clients

Delight our Clients

Work Smart to Make
Our Clients Successful

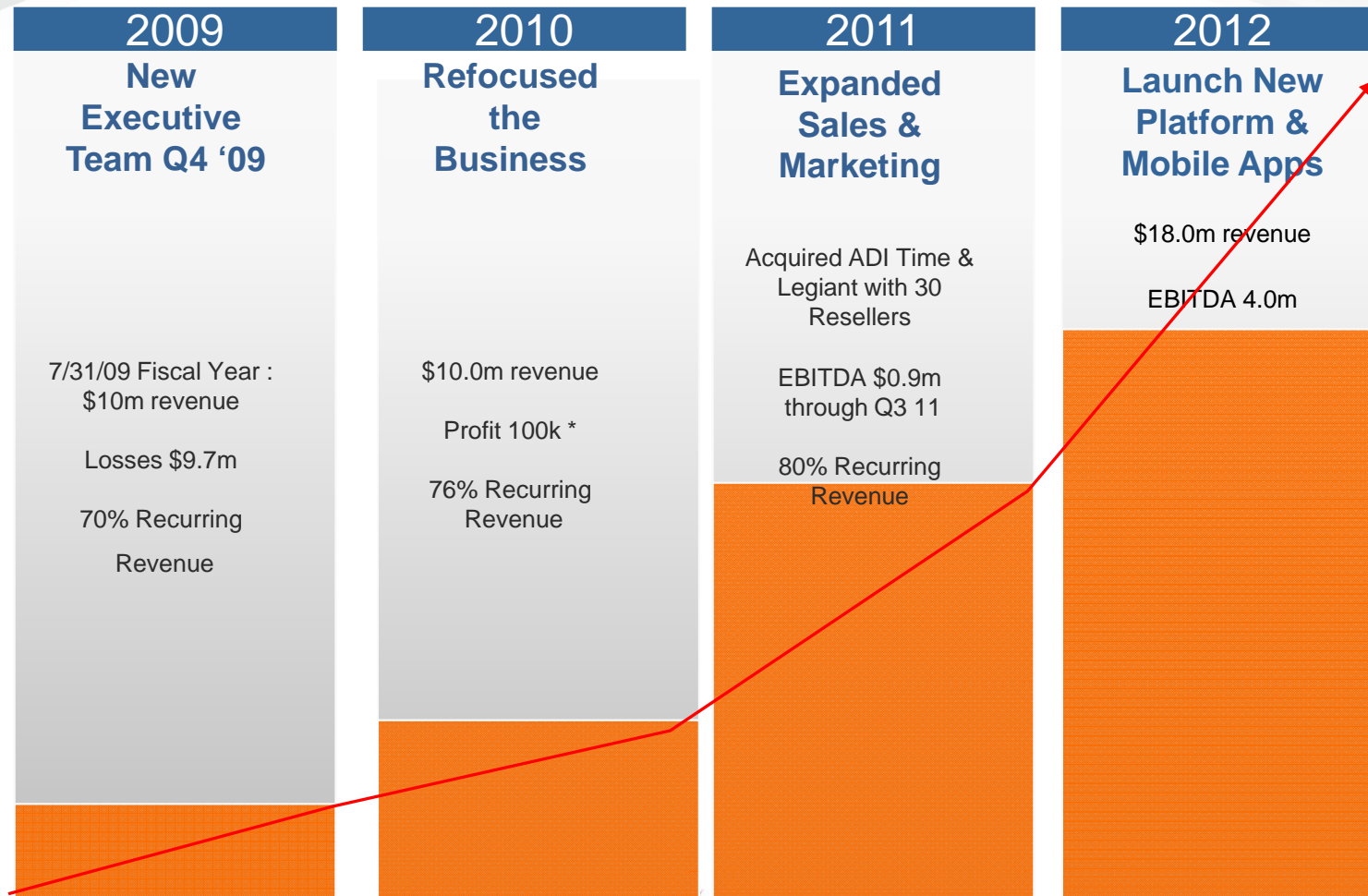
Asure Objective

Be the leading cloud based provider of *Workplace Optimization Software* to the market.

- Provide easy, affordable, essential web applications that lower costs through employee self service
- Execute on a well planned strategy:
 - Intelligent strategic acquisitions, and subsequent integration
 - Complementary solutions driving cross-marketing opportunities
 - Capitalize existing web marketing / direct sales model for domestic and international expansion
 - Further leverage cloud model to grow recurring revenue and capitalize on growing mid-market opportunities for web based applications.

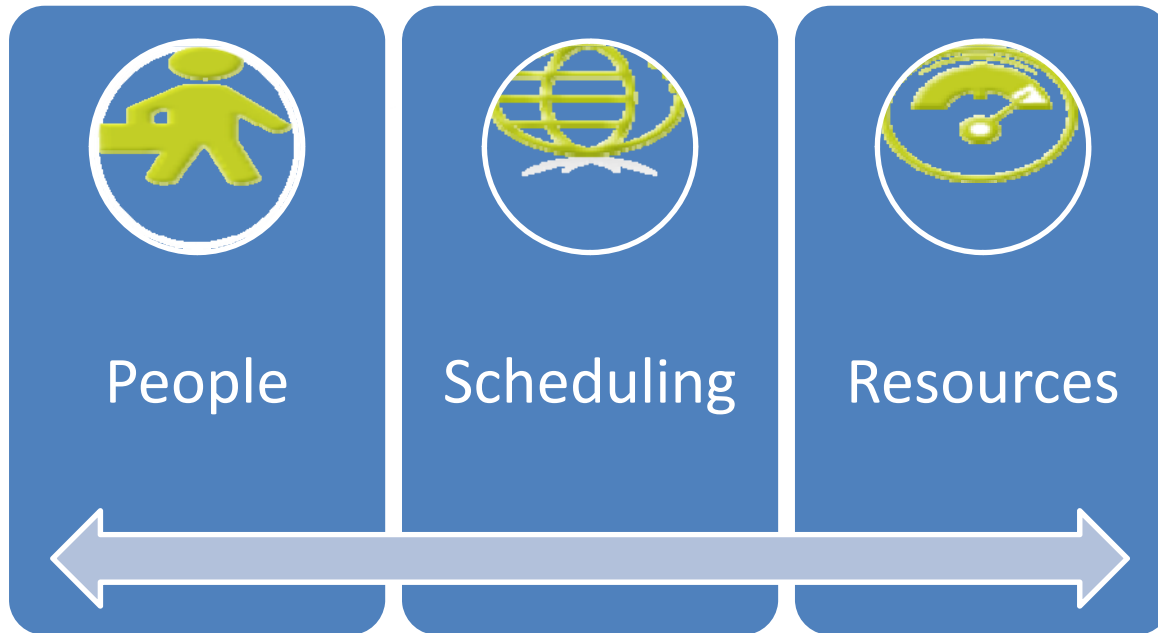


Asure History to date



*excluding 1-time items

Workplace Productivity



 **iemployee**
550+ Active Clients

 **netsimplicity**
1000+ Active Clients



Creating Measurable Value



Drive costs out of your business, minimize office logistics, and increase productivity



Reach your goals faster, and realize a quicker ROI



Create a confident user population



Leverage our deep domain experience in defined verticals



Keep all your resources and personnel synchronized and secure.



Maximize your company's resources and fixed assets



Global Expertise



JOHNS HOPKINS
UNIVERSITY

Duke
UNIVERSITY

DELL™



Agilent Technologies



BainCapital



Microsoft®

imagination at work

Ameriprise
Financial

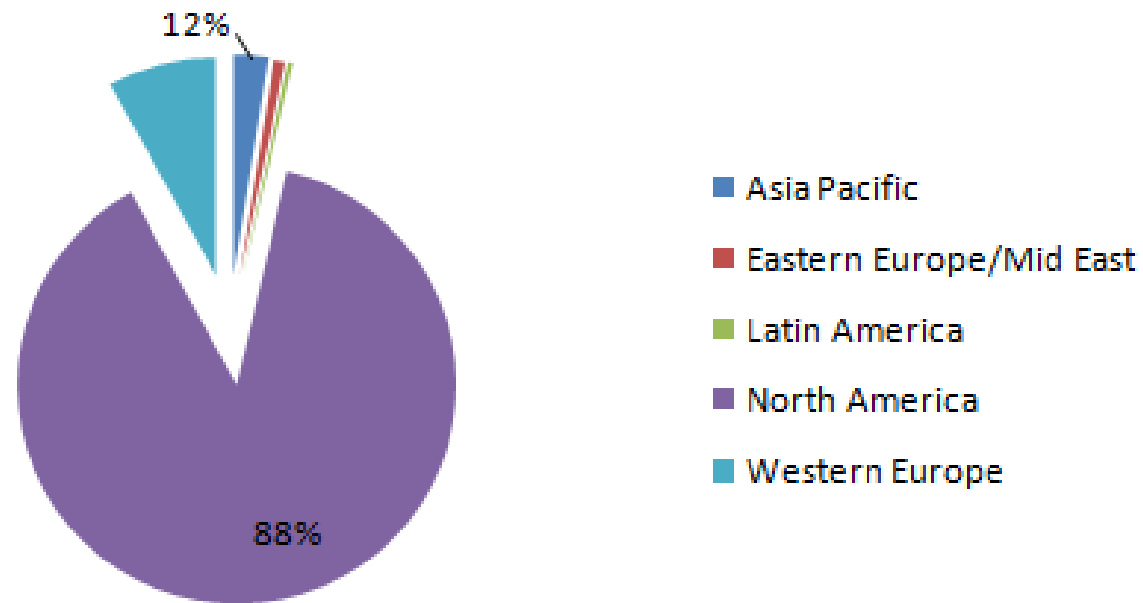
iemployee

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Global Expansion

Global Footprint



Industry Expertise

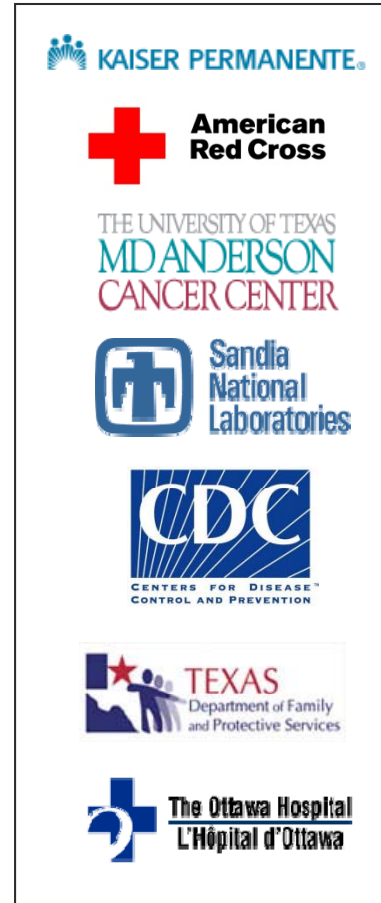
Corporate



Education



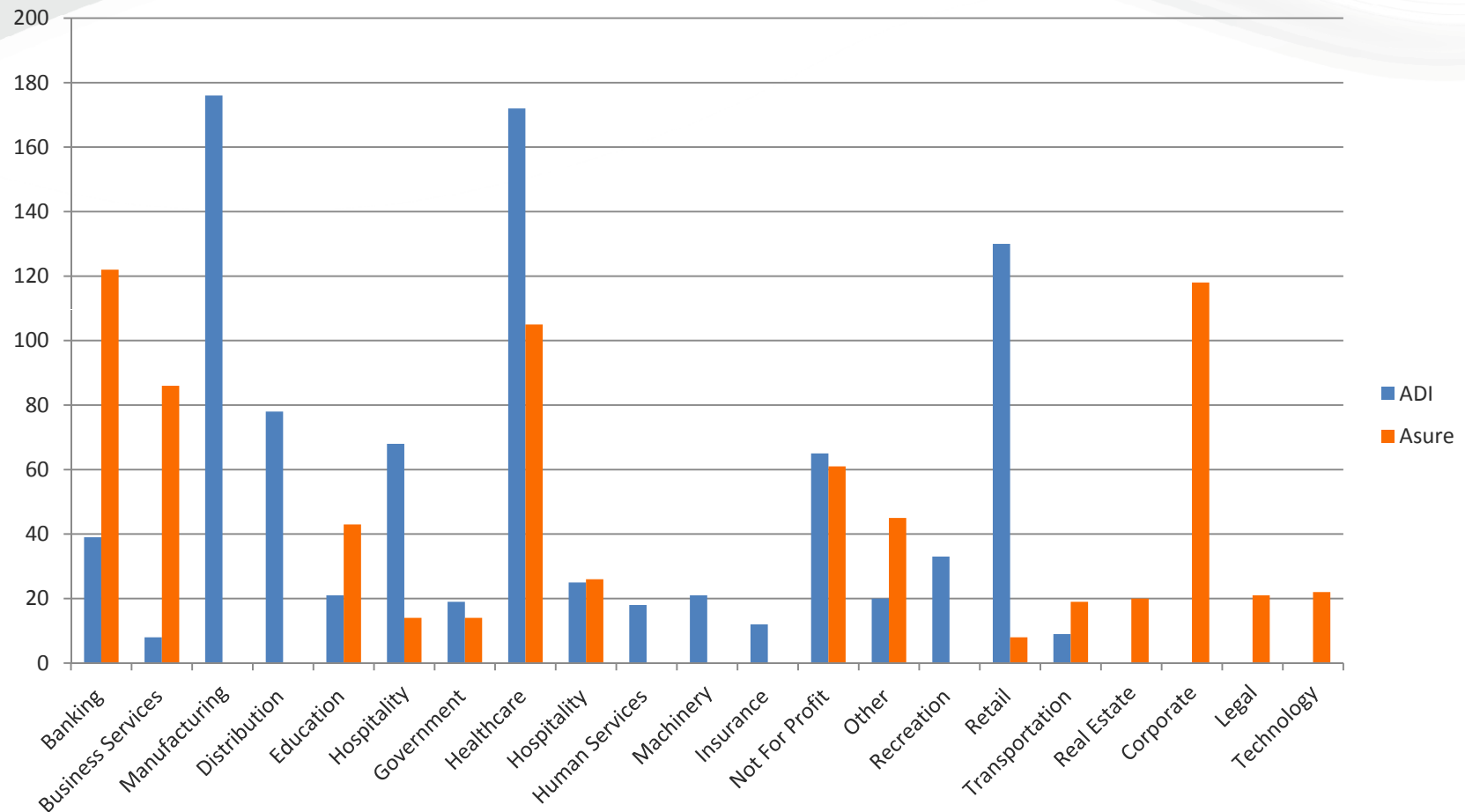
Healthcare



Legal



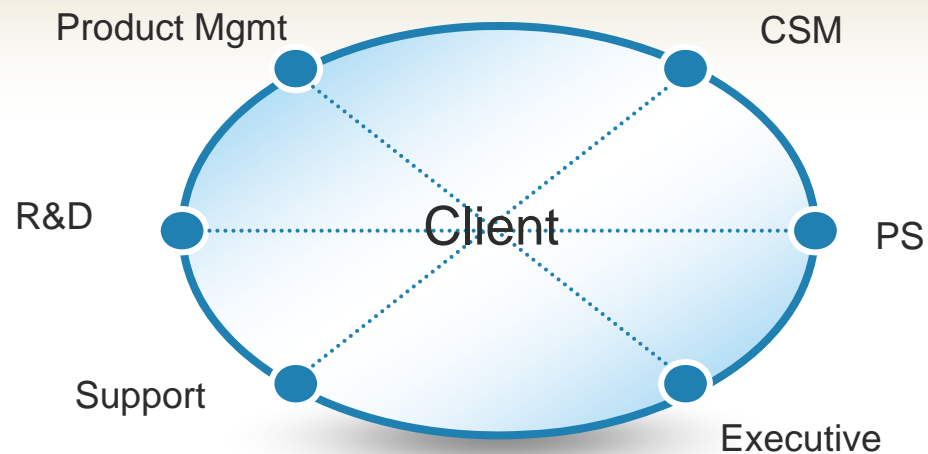
Client Base - Verticals



*Locations

Client 360° Model

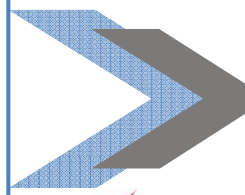
Dedicated Integration Team with View of “Whole” System



- Safeguarding your Data
- Custom Reports
- SasS 70 II Certified

GO LIVE

Get Up and Running
Without Interruption



POST- LIVE

On-Call to Make Changes as
Your Business Grows

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 **netsimplicity**



Market Value Proposition

- Rapid Deployment
- Lower Deployment costs
- Ease of integration with existing Systems
- High End-User Adoption
- Highly Configurable to Client Business Rules
- Proven track record of Global Installations

Recent Progress, \$M

	2009				2010				2011 Actual			Forecast	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4 '11	2012
Total Revenue	\$2.5	\$2.3	\$2.4	\$2.6	\$2.5	\$2.6	\$2.5	\$2.4	\$2.4	\$2.4	\$2.5	\$3.53 - \$3.63	\$18.0
Total Expense	\$3.9	\$5.0	\$7.0	\$2.7	\$2.7	\$3.7	\$2.7	\$2.3	\$2.4	\$2.4	\$2.5	n/a	
EBITDA	(\$1.1)	(\$2.4)	(\$4.4)	\$0.2	\$0.1	(\$0.8)	\$0.2	\$0.3	\$0.2	\$0.3	\$0.3	n/a	\$4.0
Net Income	(\$1.4)	(\$2.7)	(\$4.7)	(\$0.1)	(\$0.2)	(\$1.0)	(\$0.1)	\$0.1	(\$0.1)	\$0.0	\$0.0	n/a	
EPS	(\$0.44)	(\$0.85)	(\$1.50)	(\$0.02)	(\$0.06)	(\$0.33)	(\$0.04)	\$0.02	(\$0.02)	\$0.01	\$0.01	Positive - Q4 & FY	
Owner's Equity	\$10.4	\$5.2	\$3.9	\$3.9	\$3.6	\$2.6	\$2.6	\$2.7	\$2.7	\$2.7	\$2.7	n/a	
Cash	\$11.1	\$9.8	\$3.0	\$2.3	\$2.0	\$0.7	\$0.8	\$1.1	\$1.4	\$2.0	\$2.7	n/a	
New Management				->	->	->	->	->	->	->	->	->	->
Adjusted EBITDA				\$0.2	\$0.1	\$0.5	\$0.2	\$0.4	\$0.3	\$0.4	\$0.5	\$0.54 - \$0.63	
Adjusted EPS				(\$0.10)	(\$0.05)	\$0.07	(\$0.02)	\$0.02	\$0.00	\$0.03	\$0.06	n/a	
Recurring Revenue %				70%	77%	73%	72%	76%	80%	80%	80%	n/a	
Cash Growth*				(\$0.7)	(\$0.3)	(\$1.3)	\$0.1	\$0.2	\$0.3	\$0.7	\$0.7	n/a	

New Management Q4 '09



Net Operating Losses

