

## A Word from our CEO

Greetings, MAU, Inc. Family,

The future begins today because our present actions and decisions shape the trajectory of what is yet to come. If my father had not reacted positively and proactively to his being terminated at age 48, none of us would be working at MAU, Inc. today.

The choices we make today have a ripple effect that can impact our lives and the lives of others in significant ways. So in a sense, every moment, today, right now offers a new opportunity to start building the future we want to see. Maybe you have an idea, thought, solution, concept, or direction you think we should be considering. I want to know your idea, big or small, so email me and let's talk about it. Seeds take time to germinate, so although it might take a while for your idea to sprout up, it never will if it does not first get planted. Let's keep creating the future together, starting today.

We will be hosting leaders from the top companies in the world during this upcoming 87th Masters Golf Tournament. We expect this will bring a large boost to our 2023 and future new and organic sales. Many teams have been working extra hours behind the scenes to make this happen, including our sales, marketing, finance, administration, and many others to make this a memorable and high return on investment event.

## Scorecard Update



### Financial

February itself was a great financial month on just about every front as we beat Budget in Service Revenue, Fee Revenue and Operating Expenses.

#### Scorecard Recap thru the end of February:

**Revenue Goal - Increase YOY Revenue by 4.48%**

Two months into the year, we have realized Revenue growth over the Prior Year of .57% which is an improvement over 2022, but currently slightly behind the pace for our 2023 Goal. A significant portion of our Revenue growth goal is loaded in the budget for later in the year, so there is no cause for concern in achieving this goal yet as we are only .34% behind our plan. Congratulations to the MSC Division who is well ahead of plan to date (+\$866k), and also to the 3Ci Division who has shown extraordinary YOY growth as described later in this report. Also - a big thanks to the MSC BD team for outperforming the YTD New Business Plan and the Professional Division who significantly contributed to the Company's Fee overage of \$ 264k.

**TGM Goal - Increase YOY TGM by 8.76%**

We are off to a great start this year in achieving our goal of increasing TGM by 8.76% as we have outperformed our Budget thru February by \$123k or .22%. This would indicate we are slightly ahead of our TGM Growth goals. This has been driven by the excess Fees mentioned above in addition to improved margins through our New Business accomplishments and multiple COS line item efficiencies gained. Let's continue the momentum in exceeding this Scorecard goal!

**Operating Expense Goal - Achieve an Op Expense Ratio of 82.70%**

Our Operating Expense goal varies throughout the year within our Budget due to the timing of Expense activities as well as Margin generation. The best way to monitor progress on this Goal is to remain in alignment or below our Budgeted Op Expense ratio as we travel through the year. Thru February, the Company produced \$396k in Expense savings to plan, which when coupled with the TGM favorability mentioned above has us currently 5.35% favorable to our goal. The primary three groups within our Allied Structure which include 3Ci, MSC, and Shared Services have ALL contributed to these savings by realizing \$46k, \$236k, and \$ 114k respectively. Savings in Mileage, Staff Expenses and other various Expenses categories have contributed to this success. Thank you to everyone for helping us keep an eye on our spending!

**Contribution Goal - Increase YOY Contribution by 39.29%**

Thru February, our Contribution is \$520k favorable to plan due to the favorable Margin and Expense items mentioned above. Our goal to increase Contribution in 2023 is a challenging goal, but I am confident we can achieve it. Our YTD results show that we are on the right path to make this happen.

#### Secure \$30M in Technology Acquisitions

We continue to review opportunities for Technology Acquisitions and have invested in resources who focus on this daily. We will continue to press forward with this goal and pursue candidates as they surface from our research. Our Company's acquisition strategy is unique, and has proven to be effective with the previous joining of forces with FutureStaff, 3Ci, and most recently Doozer.



The acquisition of Doozer continues to excite everyone in the organization as we push to achieve our goal of 40% of revenue coming from the Solutions practice. We feel it continues to drive the message to all employees of MAU and 3Ci that ANYONE could be a prospect for "solutions", no matter the size of the company. Please help us and continue to ask friends, family, and those you know what types of needs they may have in web development, mobile/app development, cloud migration, or data governance. No project is too small - in fact, those are the projects that we love - which are typically made up of 1-5 person delivery teams. Help us grow!

New Sales have started a bit slower than expected, in terms of volume, but we have closed MSAs for staffing and/or professional services work with some of the largest names in Atlanta including Equifax, Global Payments, Genuine Parts, Citizens Bank, and RaceTrac. Given the uncertainty in Financial Services/Bank space following the collapse of SVB, many of our largest customers are being cautious with hiring. But we are expecting things to pick up significantly on the back end of Q2 so stand by for exciting updates!

Despite a slower than expected start in 2023, 3Ci continues to set divisional records and here's a YOY breakdown of February Financials compared to this time last year:

<p><b>With Doozer</b></p> <ul style="list-style-type: none"> <li>o TGM - 61% YOY Growth</li> <li>o SGM - 76% YOY Growth</li> </ul>	<p><b>Without Doozer</b></p> <ul style="list-style-type: none"> <li>o TGM - 12% YOY Growth</li> <li>o SGM - 23% YOY Growth</li> </ul>
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Overall MSC is off to a good start with all of our dashboard categories...revenue, total gross margin, contribution margin, net profit, new sales, and organic sales exceeding budget. We had several great new sales wins this month to note Michelin Plant 2 and Plant 8, as well as Chick-fil-A in California. In addition we've made it to the final round with an auto manufacturer in Charleston! Also, special call out for Aiken and BMW teams. Both have negotiated pay rate increases for our employees at MTU and BMW respectively!



### Customer

#### SHARED SERVICES

In the last few months, you have heard from Rob and Doug about the Leadership Brand of MAU. We want customers to describe MAU leaders first and foremost as Dependable. And customers experience that Dependability as both Aligned to deliver on their needs and Caring. After the BullHorn HyperCare phase, we will lean into these words more together throughout the year.



3Ci continues to build on the decision of "world class" service as our part of our value proposition. Service, or as we call it, "White Glove" is at the center of what we do. The focus is on our Customers, where we aim to provide a white glove experience to our entire ecosystem - customers, prospects, candidates, consultants, and most of all, our co-workers. We have held brainstorming sessions with some of our key groups - sales and talent - to get their opinions on what "white glove" looks like. We are evaluating outside consultants who can help us bring this vision to life and infuse it more formally into our every day.

On the staffing front, we are excited for "account breakers" at two new major enterprise accounts - Genuine Parts and Citizens Bank - with a special shout out to the Sales/Talent teams of Lyndsay Watson & Stephen Dance (Genuine Parts) and Corey West & Cole Thompson (Citizens Bank). We are excited to see where both of these major enterprise accounts can grow!

On the Solutions side, we continue to grow at a rapid pace with our acquisition of Doozer. Ron Perkins, Heath Wade, and the Solutions team (hey Brett Vann!) are off and running at Chick-fil-A where 3Ci was selected as the exclusive partner working with Chick-fil-A to integrate the CFAOne app with their third-party delivery partners (UberEats, DoorDash, PostMates, etc.). The next time you order delivery through the app, you can thank your friends at 3Ci! But sorry, no corporate discounts (yet)! Heath and Jay Newton also closed a Xamarin mobile development project at EA Renfro, a professional services firm in Birmingham.



Everyone is doing a phenomenal job filling jobs on time and maximizing margin! On the Margin Opportunity Project (MOP), YTD, we are beating our 2023 goal by 55%! That's \$716,000 better than goal! THANK YOU!



### Organization

#### SHARED SERVICES

We mention BullHorn and PrismHR a few times in this month's newsletter. And rightly so! You may wonder, across the organization, what are our big markers of early success? First, by Monday, June 26th, we want to see more than 80% of Total New Profiles created in BullHorn. That means that, before BullHorn, applicants first entered MAU a number of different ways. Our goal is to significantly increase the percentage of applicants who enter MAU directly through BullHorn, improving the applicant experience and saving us a lot of manual inputs!

To PrismHR, we will document a payroll error rate after our first run next week. Our goal will then be to reduce that rate by more than 80% by Tuesday, July 3rd.

Both of these goals will take Working Together as a Result Oriented team, and we are already doing that this first week.



3Ci kicked off March with a new Consultant Care Committee with representatives from all of our business functions. With creative thinking and fresh perspectives, we are redesigning our process on how we interact with our consultants. This includes not just applying the World Class Service mindset throughout their time as part of the 3Ci family, but also how our consultants can be on the front lines of lead generation and client intel as we continue to expand our client footprint.

As the 3Ci business continues to grow, we have experienced a heavy influx of more transactional business. Team Strike Force, consisting of a few Talent Specialists, was implemented to support that additional business with a focus on speed and agility. Team Strike Force embodies our World Class Service in how we support all of our clients' needs, no matter how different they might be.



The ATS transition is in it's final phase. We launched the front office Monday, March 27th. There are many people who have gone the extra mile, at night and on weekends, to get us to this point; frankly, too many to name. For each of you that sacrificed, thank you for all you've done. Over the next few months we will be ironing out the kinks and building in efficiencies.



### Employee

#### SHARED SERVICES

We are just a few days away from our April quarterly review cycle. This is one of the four times each year that the entire company leans into our Core Value of Empowering the Development of Our People. One of the simplest development tools that we have is the Peer Feedback option in Bamboo. It allows a leader to ask others for feedback, and then build development goals from what they learn. As we get into April, consider giving your leader two or three people who have worked with you in Quarter 1. Try to think outside of your immediate team, too. For example, if you are in 3Ci recruiting, think about a 3Ci sales person with whom you have worked. Ask your leader to use Peer Feedback, and then lean into your review when it is scheduled.



As we aim to deliver World Class Service in all that we do, our community involvement is also a huge part of that. Not only has 3Ci continued their partnership with Christian City, but we have also registered a team to participate in the American Heart Association's Heart Walk on September 30th in Atlanta. This cause strikes close to home as we tragically lost one of our own in 27-year old Talent Specialist, Jackson Bailey. Stay tuned on further details on how you can help 3Ci in honoring Jackson's legacy by participating, volunteering, and/or contributing to the 3Ci Heart Walk in memory of Jackson.



We were so proud to host our annual anniversary celebrations during March. In MSC, we celebrated employees with 15 years (Daryl Grayden, Kevin Whiteside, Mitch Barfield), 20 years (Gary Plyler & Brian Callahan), 25 years (Alvin Harden & Carl Henson) and 30 years (Rod Hutcheson & Jennifer Brown). Also, we want to recognize Vickie Beck, who works in Finance and takes care of us, for her 35 years with MAU!! Thank you all so much!

As we approach the end of the first quarter, I want to take a moment to thank each and every one of you for your hard work and dedication over these few months. Your efforts have helped us achieve a great start to the year.

I hope you are as excited as I am about the launch of our new software product, Bullhorn, which we believe will significantly increase our operational efficiencies and streamline our processes. We should all feel good about what we have accomplished together, and be expectant for what the future holds.