



noww INFORMATION DOCUMENT

Noww India can earn every day!

Our vision

Noww's vision is to positively impact a billion working population lives by democratizing **access & control** to their payroll and its data in a reliable, quick, and secure way.

We aim to achieve this by providing Earned Wage Access (EWA) services.

What is Earned Wage Access?

Earned Wage Access is a financial product that enables employees to access a portion of their real-time earned salary at any time before their payday.

It lets employees - full-time and contractual - access a portion of their real-time earned salary before their monthly payment is due.

Problems with current monthly paydays

Indian employees are normalized to receive their payday at the end of every month. But within the typical payroll cycle, there are many problems that have persisted:

- ➖ 80% of employees exhaust their salaries before the next payday
- ➖ Only 13% are able to save a decent amount on their salaries
- ➖ 1 out of 4 Indians owe more than five times what they own
- ➖ Many employees are denied common credit options for lack of required credit scores - and hence are
- ➖ Forced to seek high-interest payday loans charging over 2% per day

As a result, this leads to a lot of **financial stress** for any working individual - which can translate into workplace distractions, increased company attritions, and falling into debt traps more often.

☀️ How does EWA improve traditional payroll?

EWA is an entirely new category that cannot be viewed as a simple alternative to other forms of lending. It is a radically new way for employees to access and spend or save their salary. It provides employees with the **security** and **flexibility** of accessing any portion of their *real-time* earned wage at any point in the month BEFORE your payday.

As a result, there are several advantages to an employee:

- ✅ He/She/They are protected from sudden liquidity shocks as they can access a portion of their salary everyday
- ✅ Avoid any last-minute/emergency expenses after your monthly salary has run dry before your next monthly payday
- ✅ Avoid making unnecessary large spends immediately after your payday by accumulating your salary over a period of 1 month
- ✅ Everyone (irrespective of their credit scores) can access these services as long as they are working for an employer who has partnered with us (EWA provider)

Furthermore, as an employer, EWA can help your company with:

- ✅ Increased retention as employees may feel a less financial burden
- ✅ Improved employee wellbeing and increased productivity and engagement
- ✅ Can even provide EWA benefits for the advantage of competitive hiring by increasing the appeal of a given role

💖 How can Noww help you?

Access to earned wages is a right, and we believe providing simple access to these earnings will empower people to stay away from short-term unwanted borrowing.

Noww can provide you with the tools and services you need to roll out a more appealing payroll structure. You can Noww 😊 access the money that you worked for and forget any financial stress of having to save money early in the month for the end of that month!

It's **Noww** or never!