



Makes Work Life Better™

BOLD STRATEGIES FOR BUSINESS TRANSFORMATION



CFO Arthur Gitajn
CMO Kristina Cleary



Arthur Gitajn

Chief Financial Officer

KC (Kristina Cleary)

Chief Marketing Officer



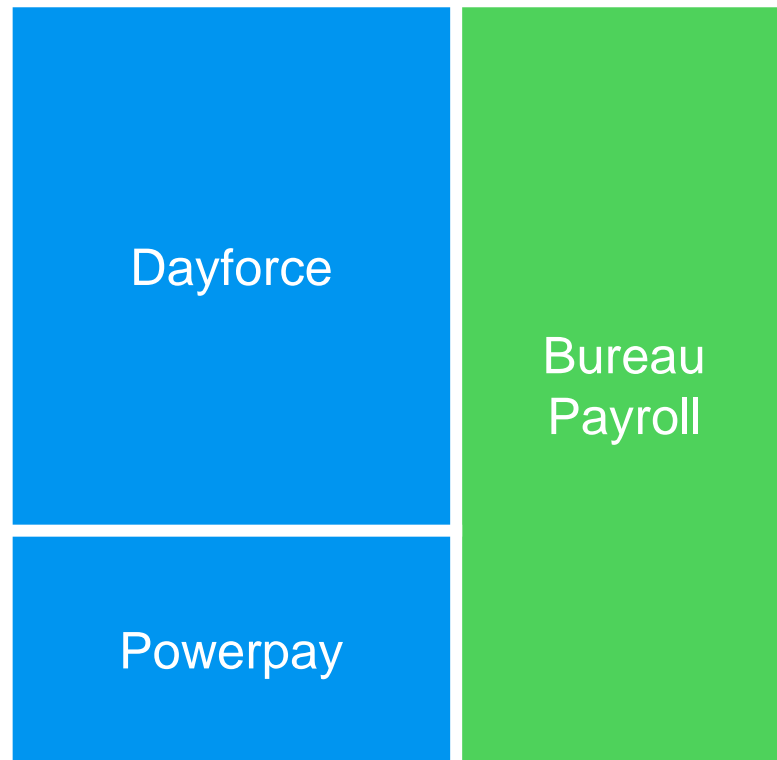
Alex Szubra

Solutions Consultant

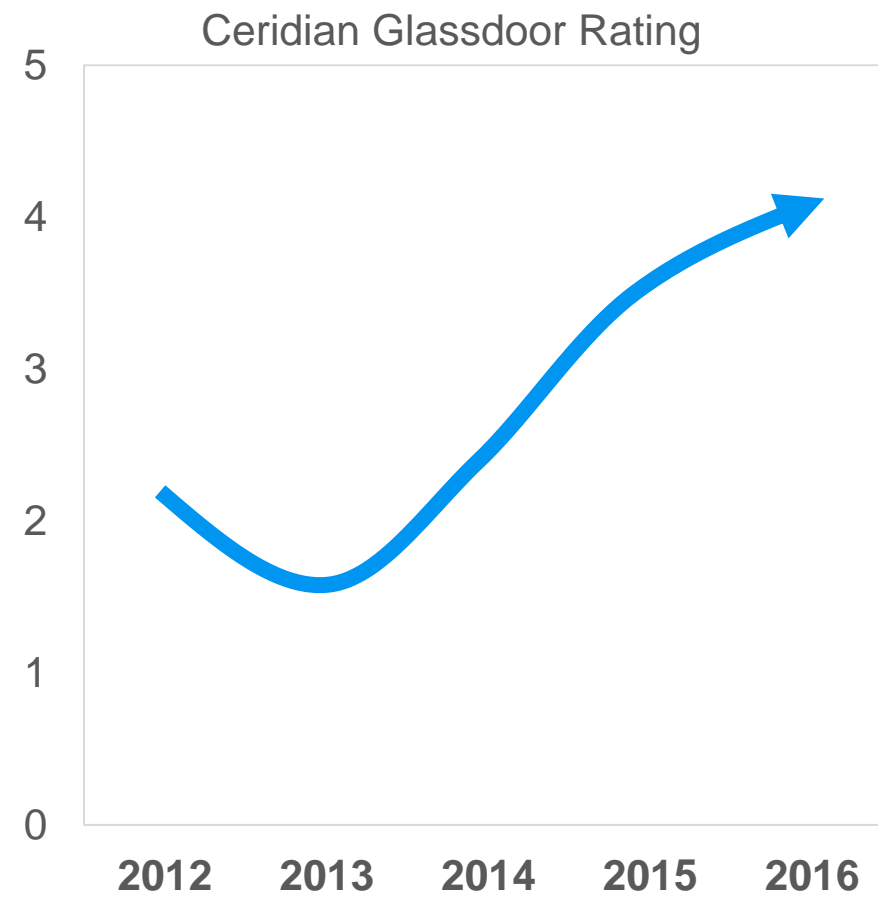
Ceridian is a leading provider of cloud-based HCM technology:

- Global HR, Payroll, Tax & Benefits
- Workforce Management
- Recruiting & Onboarding
- Performance & Compensation Management
- Document Management
- Workforce Analytics
- Predictive Analytics

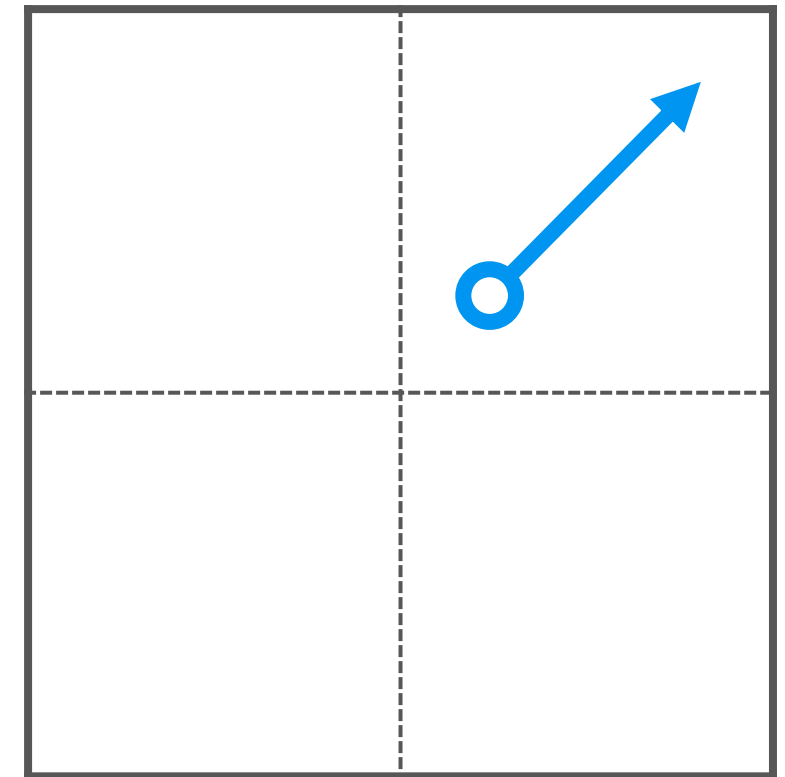




Simplify
the business



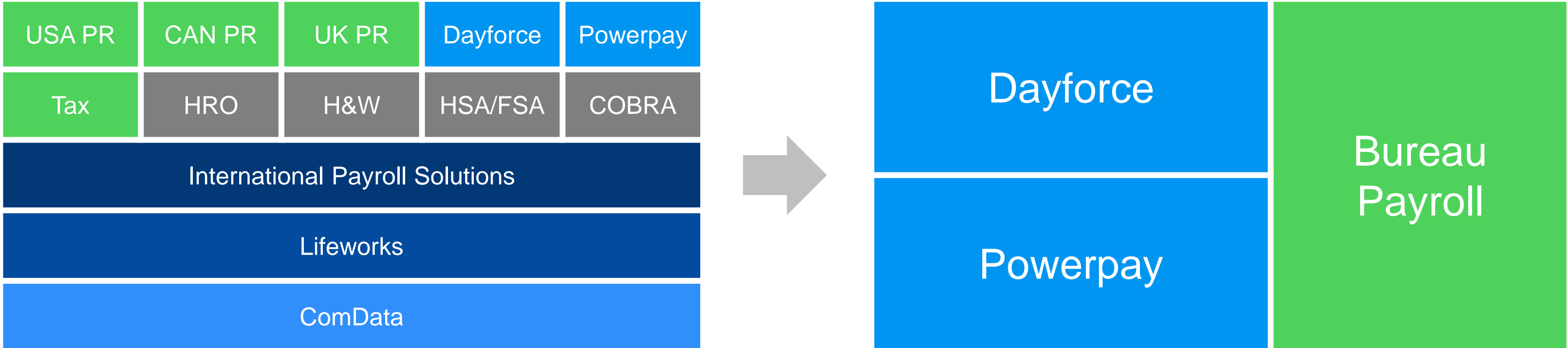
Engage
our employees



Lead
the market

Simplify

Simplification was Critical to Transformation



2012 Ceridian acquires Dayforce

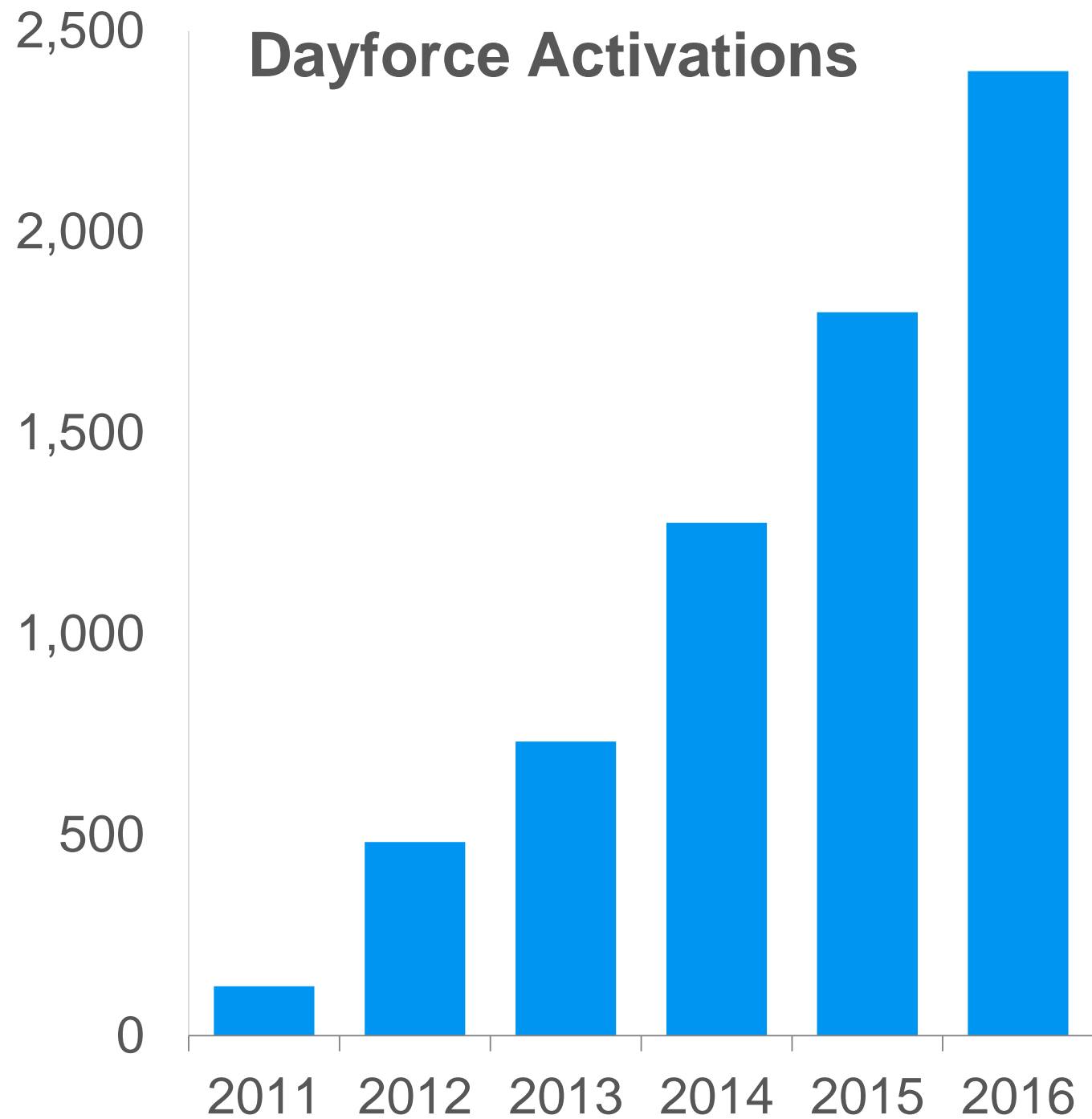
2013 HSA/FSA sold to WageWorks

2014 Comdata sold to FleetCor

2015 COBRA sold to WageWorks, H&W sold to Morneau

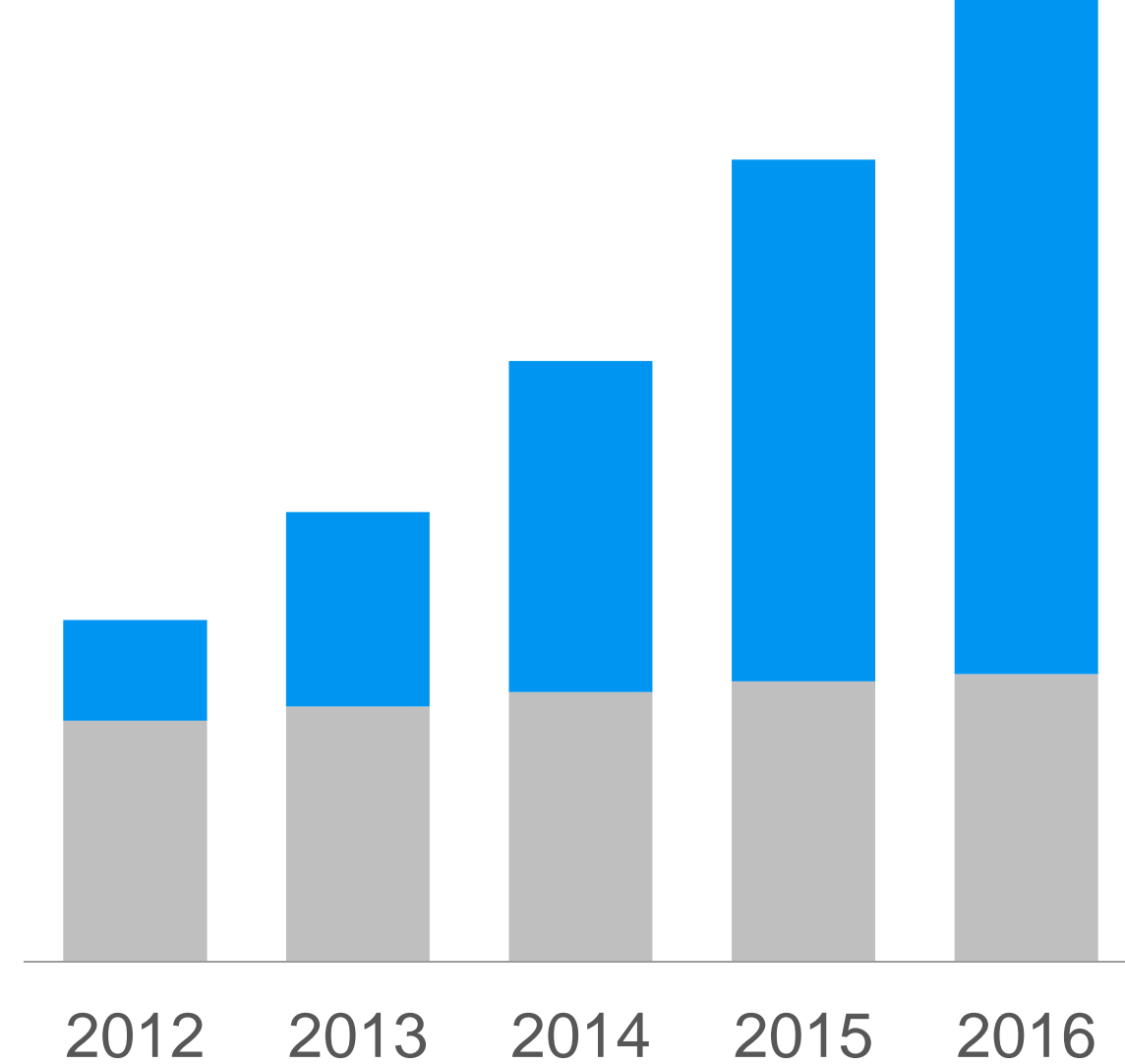
2016 UK & IPS sold to SDWorx, LifeWorks spun off (cons JV)

Dayforce Cloud Revenue 5-Year CAGR at 67%



Cloud Revenue

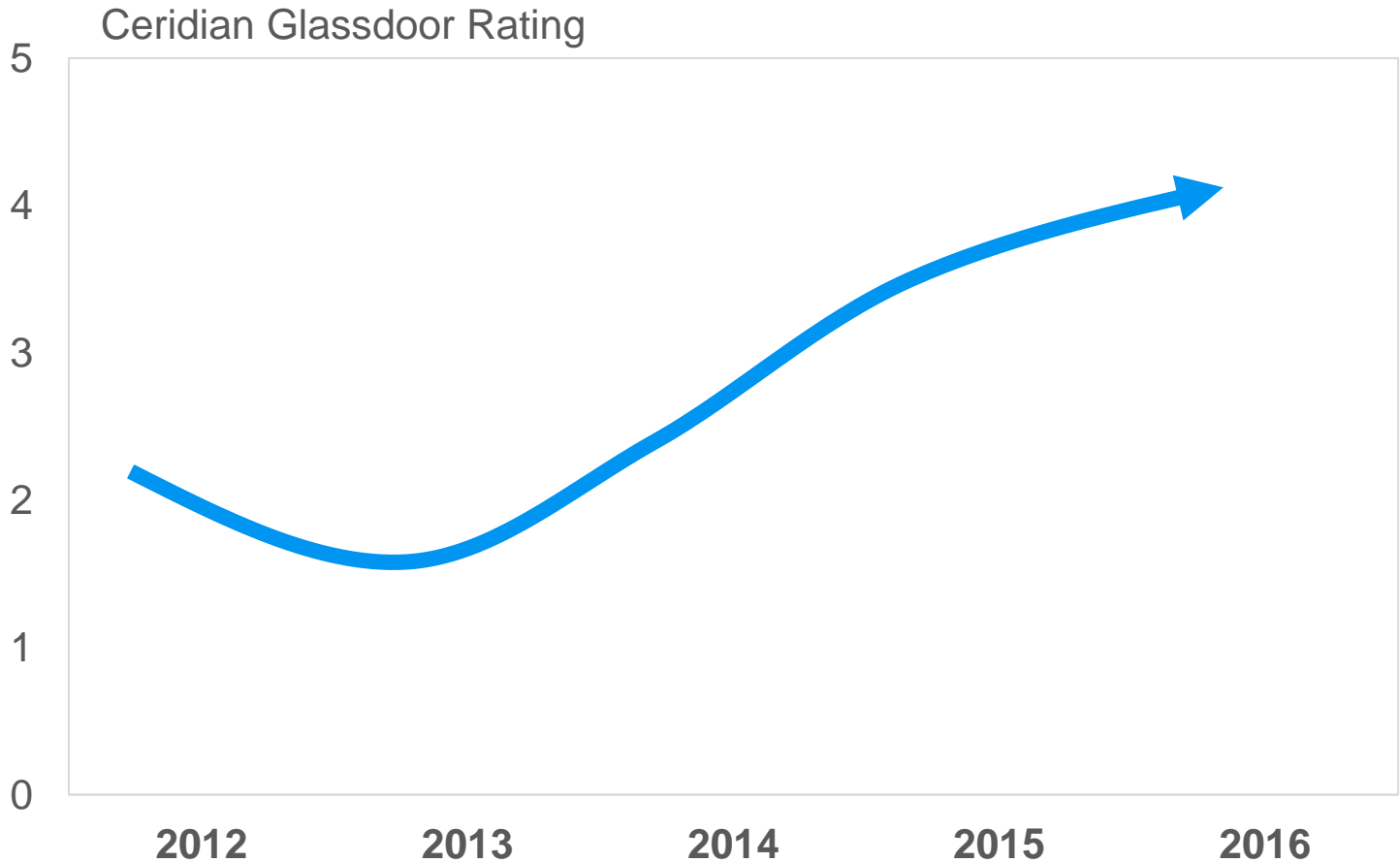
■ Powerpay ■ Dayforce



Engage

Today Ceridian is Recognized as a very Engaged Workplace

David Ossip
Chairman & CEO



How we did it:

1. Encourage open communication
2. Conduct regular engagement surveys
3. Align values with brand promise & measured them
4. Manage employer brand
5. Make the workplace fun
6. Contribute to the community
7. Implemented Dayforce HCM

People Initiatives:



YOUUnity



Our Brand Promise: Makes Work Life Better™



Values for:

- Living a performance culture
- Innovating new technology
- Enabling cultural change
- Changing how we think about people

Dayforce HCM is a force for cultural transformation

- Excellence is at the core of a performance culture.
- Dayforce enables better people decisions and greater efficiencies.
- It fosters high performance and engagement among employees.

Learning: Engagement Leads to Success



**Employee
Engagement**



**Customer
Experience**

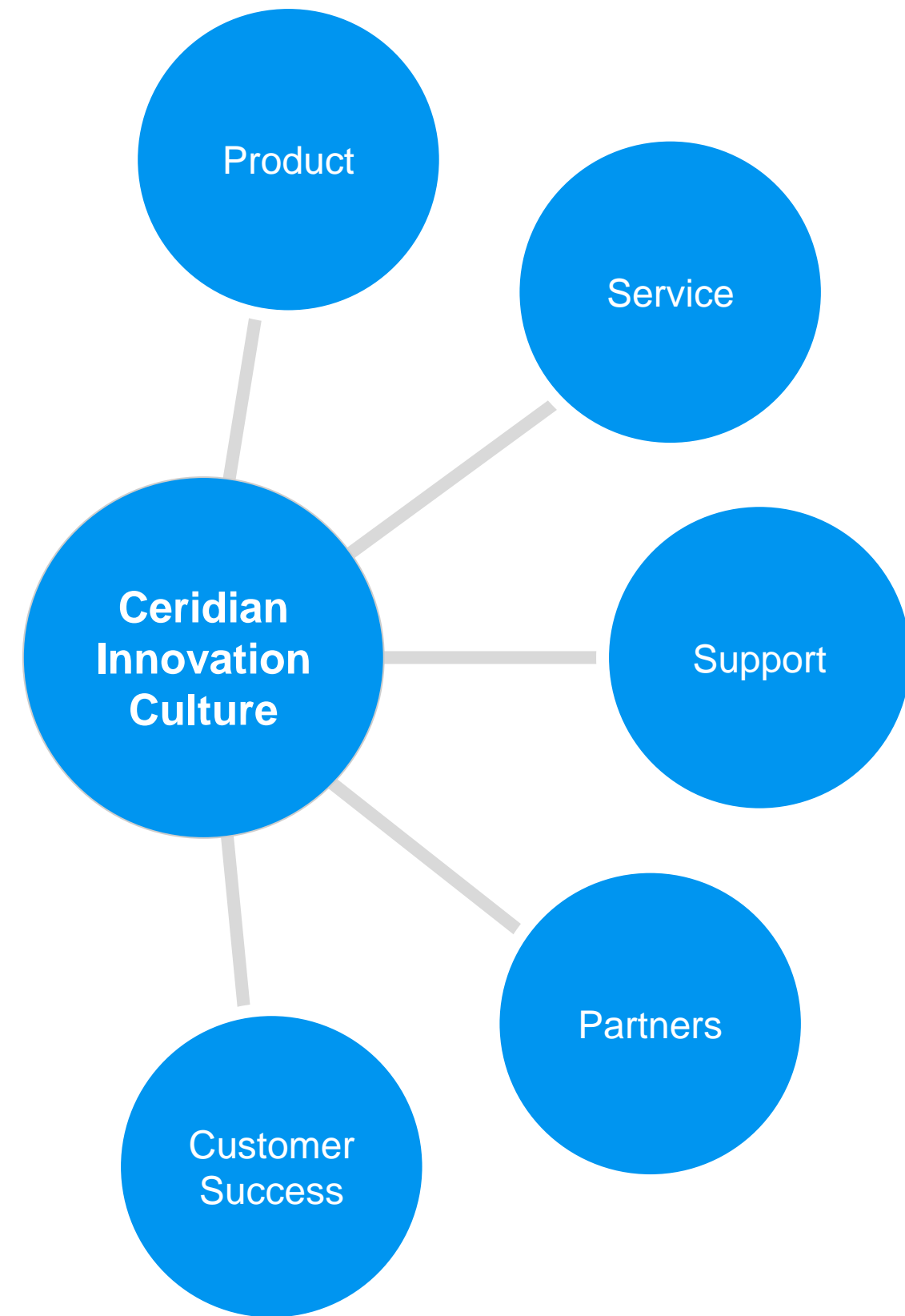


**Product
Excellence**

Lead

Innovation Culture

Means more than just Product



Dayforce Activate

A customer-facing implementation solution built on three key principles:

Data
First

Simple
Discovery

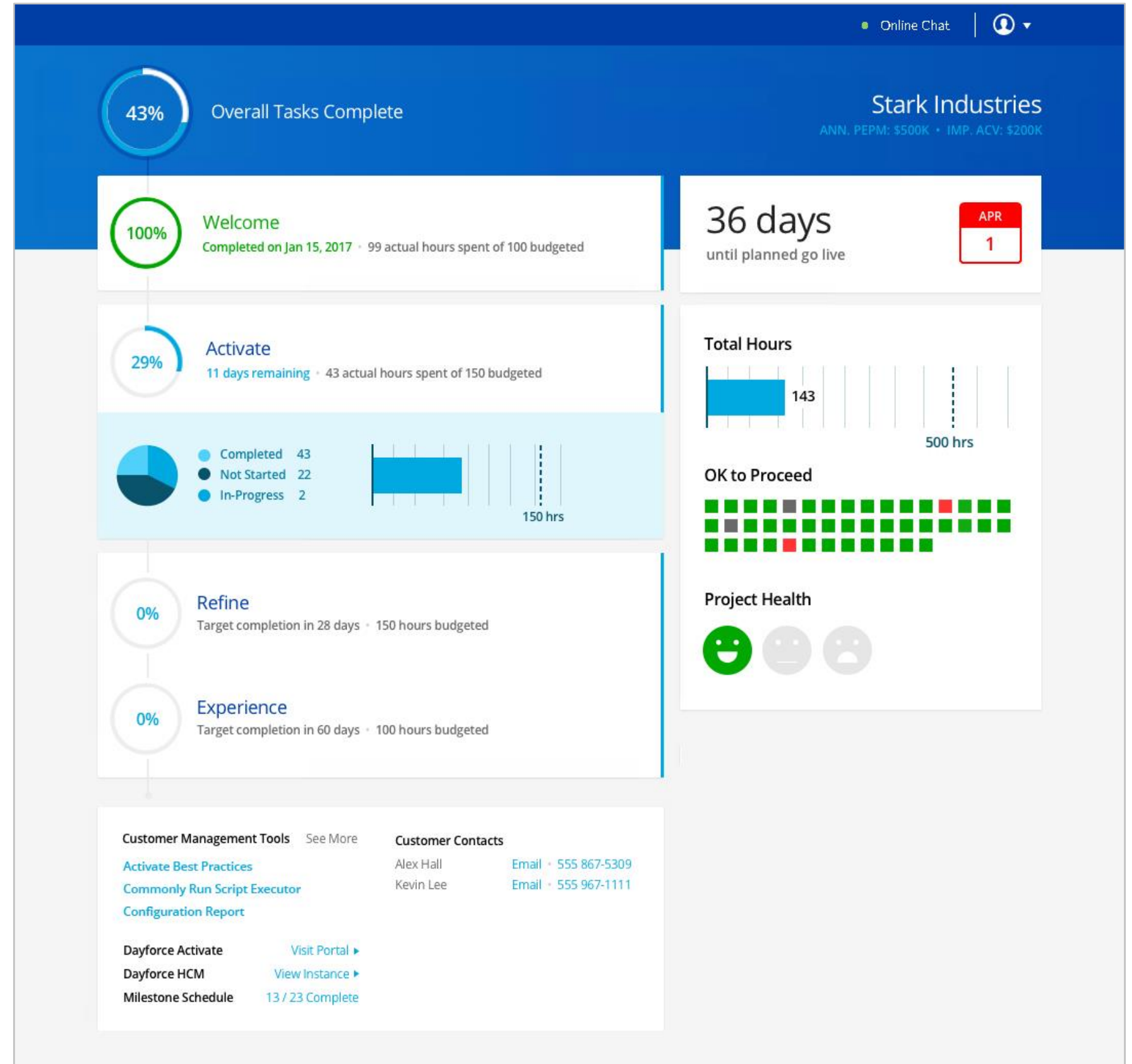
Customer-
Driven Wizard

Robotic Process Automation

Assignment of Federal, State &
Provincial Policy, and Entitlement

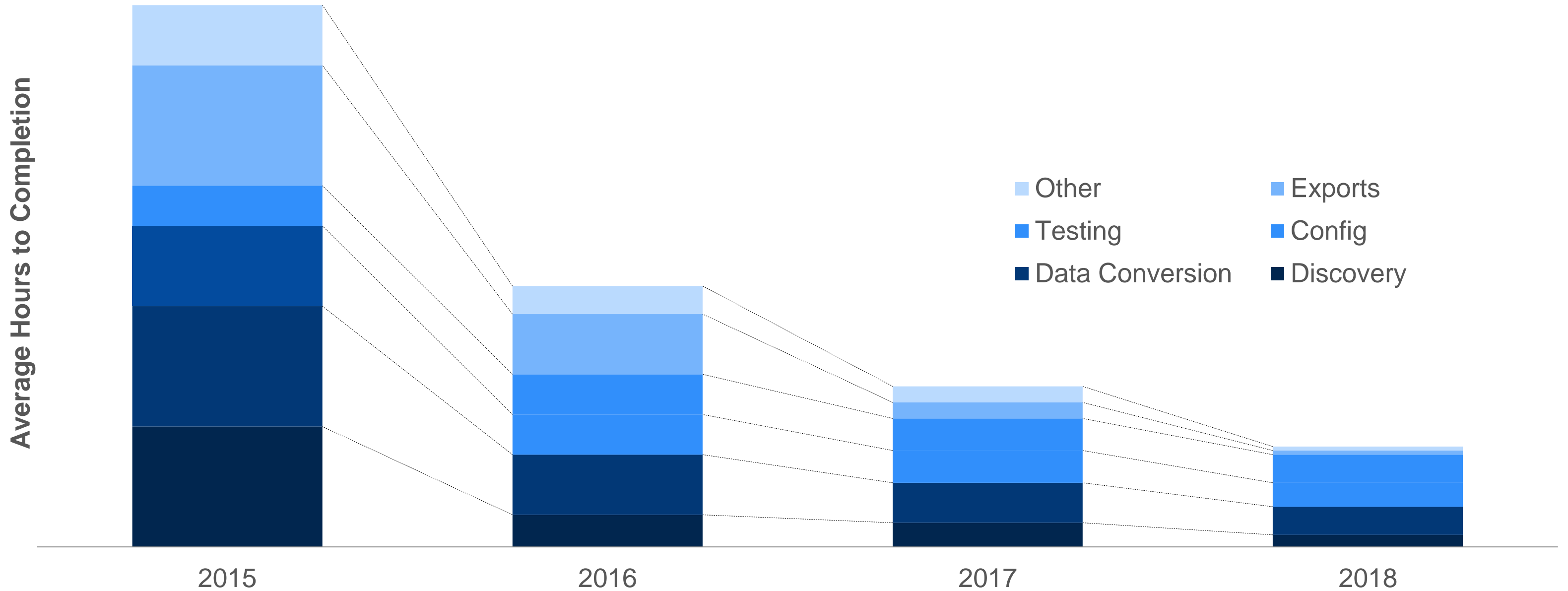
Determination of legal entities, org hierarchy,
department structure, jobs

Historical and YTD data loads



Dayforce Activate Impact

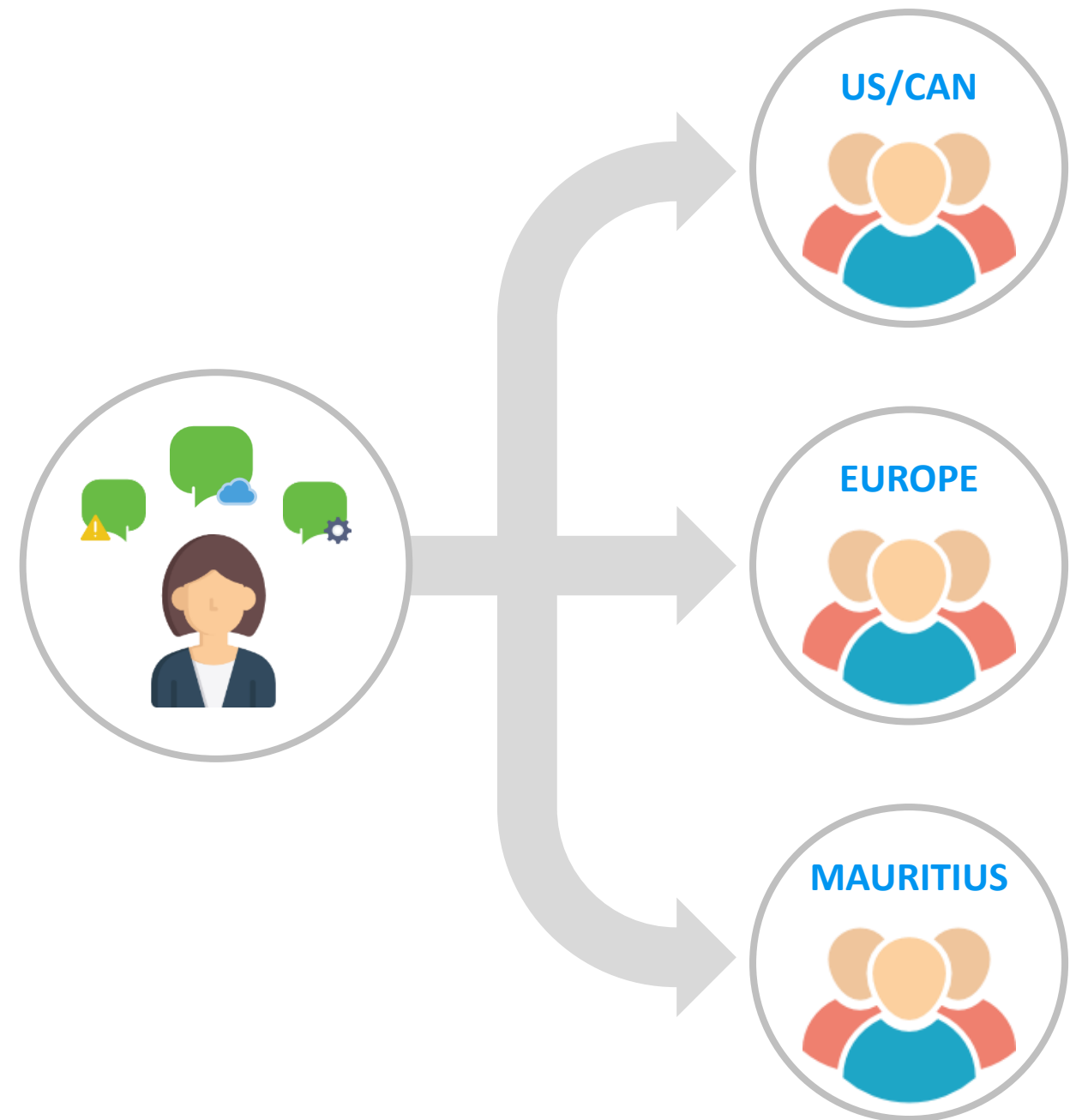
Activate dramatically reduces time & effort while improving configuration quality



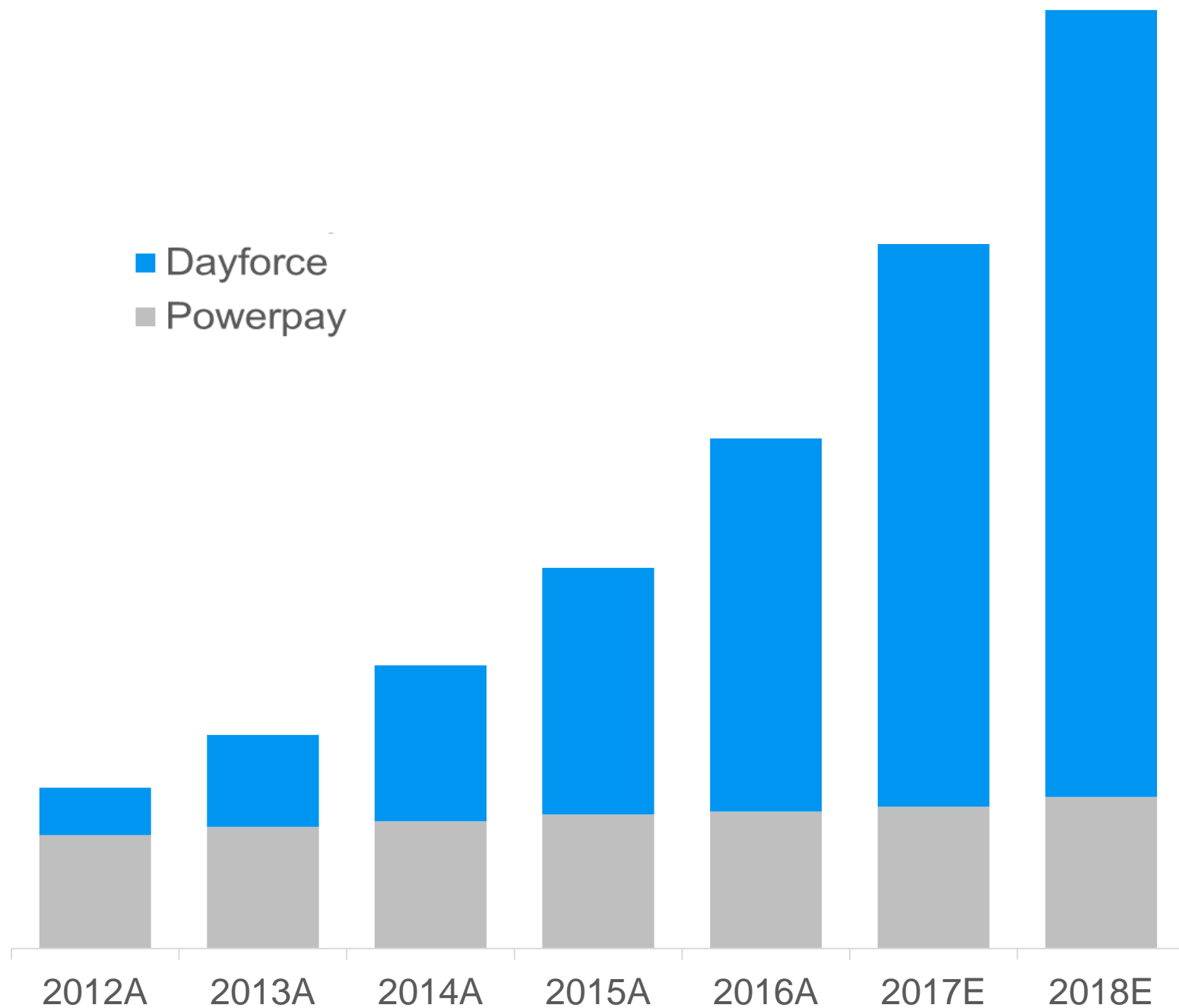
Support Pods 2.0

Our support model provides:

- Consistent support team relationships
- Deep knowledge and high availability
- Relationships with similar customers
- Shared learning within each pod
- Increased specialization



Rapid Cloud Growth



DAYFORCE STATISTICS

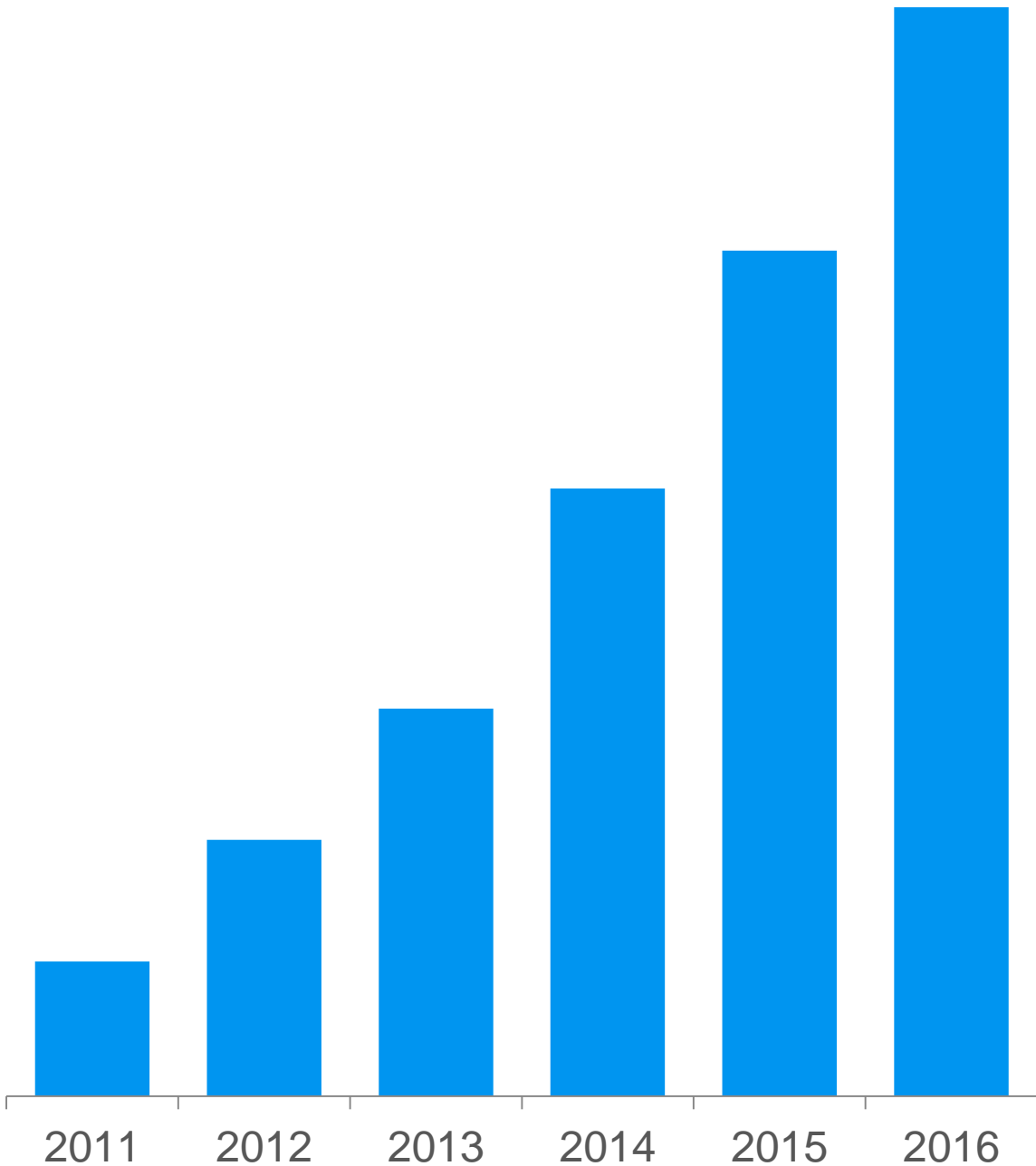
5,000,000+ employee records

2,000,000+ employees live

800,000+ users added in 2016

40+ customers live
with >10,000 employees

3,500+ Customers have chosen Dayforce



BLACKROCK®

BlackRock
Won vs. Ultimate
6.4K EE



American Blue Ribbon
Won vs. Ultimate
28K EE



CEVA Logistics
Won vs. ADP
18K EE



SS&C Technologies
Won vs. Workday
9K EE

GANNETT

Gannett Media
Won vs. Oracle
18K EE



American Express
Won vs. ADP/Ultimate
22K EE



Trader Joe's
Won vs. ADP
34K EE

Marubeni

Marubeni
Won vs. Ultimate
4.5K EE

KraftHeinz

Kraft-Heinz
Won vs. ADP/
Workday/SAP
24K EE



Hanover
Migration
4.5K EE

Product, Company & Culture Excellence



Dayforce Demonstration

Some Quotes from Ceridian Analyst Meeting

“

When comparing the major HCM players, Ceridian has the most functionality on a single platform, given assets in HR Core, Payroll, and WFM.

Holger Mueller, VP and Principal Analyst,
Constellation Research, Inc.

”



Ilia Maor @murometsi

Refreshing to see HR Tech conversation starting on the ground with people rather than all the technology in those clouds.

#CENaday17



William Tincup @williamtincup

At the end of the day, we're paying our managers to manage restaurants NOT talk with your experts. Michelle Coombs

@rubiostweets #CENaday17

A blurred background image of a person with long dark hair, wearing a light blue button-down shirt, seen from behind. The person is standing in a room with other people, who are also blurred. The overall scene appears to be a public gathering or a meeting.

Questions