Agenda

- Bullhorn/Industry Update

- 3 Ways We Are Helping ASGroup

- Reimagine Recruitment

- Demo

- Summary

TRUST | EXPERIENCE | OPPORTUNITY

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Bullhorn led digital transformation of the staffing industry and will lead the AI revolution

Software as a Service
1999 – 2017

Automation
2018 – 2024

Artificial Intelligence
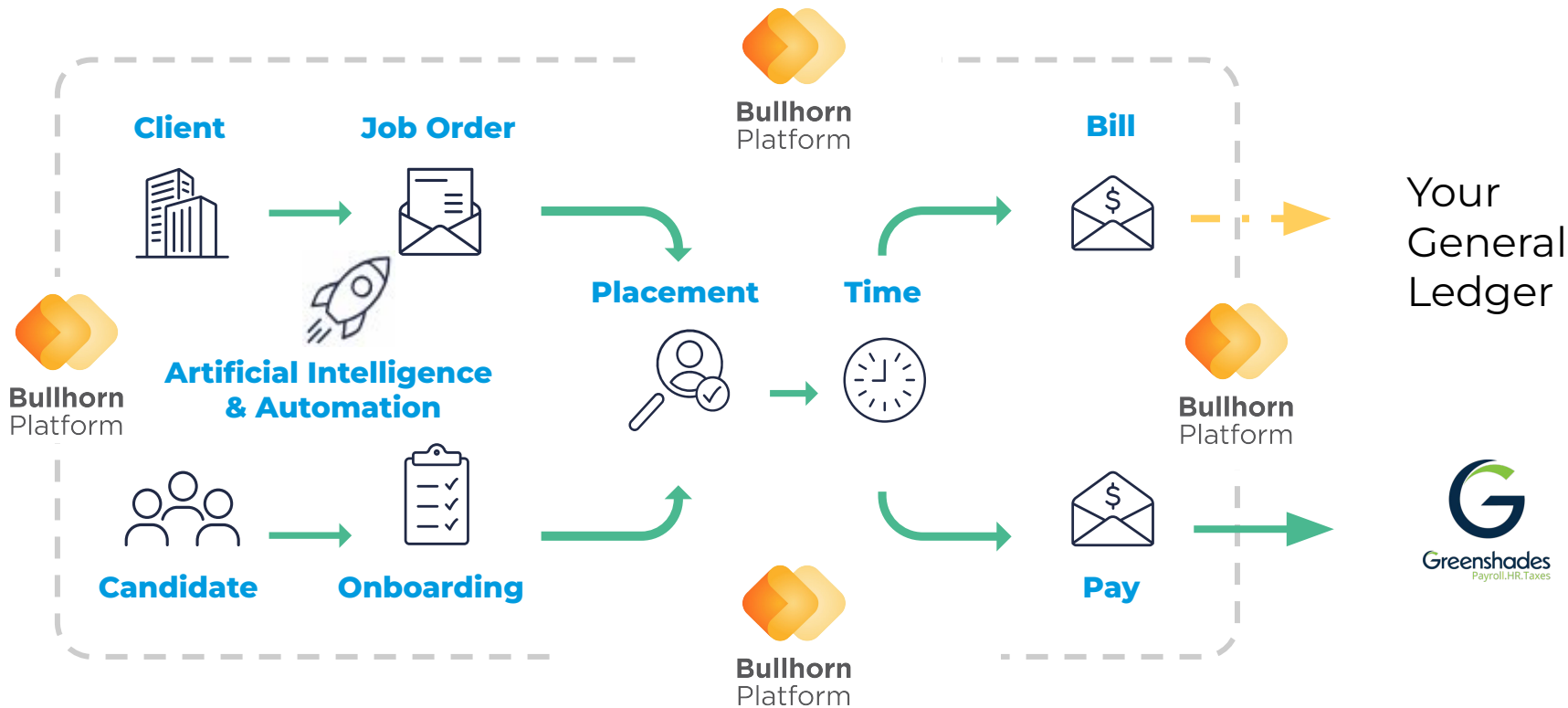### 2025 – 2035+

Key Bullhorn Innovations

- Web-based SaaS solutions allowed staffing firms to run their businesses on a single platform
- Open API Architecture as a critical differentiator

- Led the staffing software industry in automating key workflows across the full recruitment life cycle, driving profound efficiency gains for recruiters
- Automated candidate onboarding, time collection, payroll and billing

- Leverage Bullhorn's Specific, Enormous and Actionable dataset (S.E.A. of data) to infuse AI across the entire product portfolio
- AI products will drive enormous reductions in SG&A for customers

Artificial Intelligence will automate an estimated **20%** of the **$100B** the Global Staffing Industry spends annually on **SG&A**

Key Product Releases

Bullhorn
ATS & CRM

Bullhorn MARKETPLACE

Bullhorn Automation

Bullhorn VMS Sync

Bullhorn AI

3

Bullhorn's end-to-end staffing platform

3 Ways
Bullhorn Is Helping
AS Group Today!

#1. Breaking down the silos...

- 🔄 **End the swivel chair**
  One platform for sales, recruiting, and marketing

- 👥 **Work smarter across teams**
  Sales, recruiters, and leaders gain full visibility.

- 📣 **Run targeted campaigns that actually convert**
  Power marketing with real-time, personalized automation.

- 📈 **Drive growth through collaboration**
  Connected tech drives placements, deals, scale.

Sales   Marketing   Recruiting

Turn alignment into *acceleration*: Sales, Marketing & Recruiting on one platform

#2. Grow with AI — Don't let it take over!

- 🔍 **Pre-qualify without the paperwork**
  AI instantly finds top talent, skipping resumes.

- 📅 **Automate outreach & scheduling**
  Automate scheduling; team focuses on closing hires.

- 🧠 **AI that augments, not replaces**
  Actionable AI recommendations keep your team in control.

- ⏱️ **Speed without sacrificing fit**
  Faster, better matches: fewer fall-offs, happier clients.

Grow with AI

AI that feels like an *assistant* — not a robot!

#3. Drive more revenue with less manual work

- ⚡ **Accelerate revenue**
  Automate tasks: hire faster with your current team.

- 📉 **Boost gross margin**
  Unified workflows eliminate costly manual tasks and errors.

- 📊 **Get real-time sales intelligence**
  Bullhorn Analytics: instant insights, no stale reports.

- 🧠 **Coach smarter, not harder**
  Empower leaders: visibility and tools drive performance.

Grow sales and margin without growing overhead!

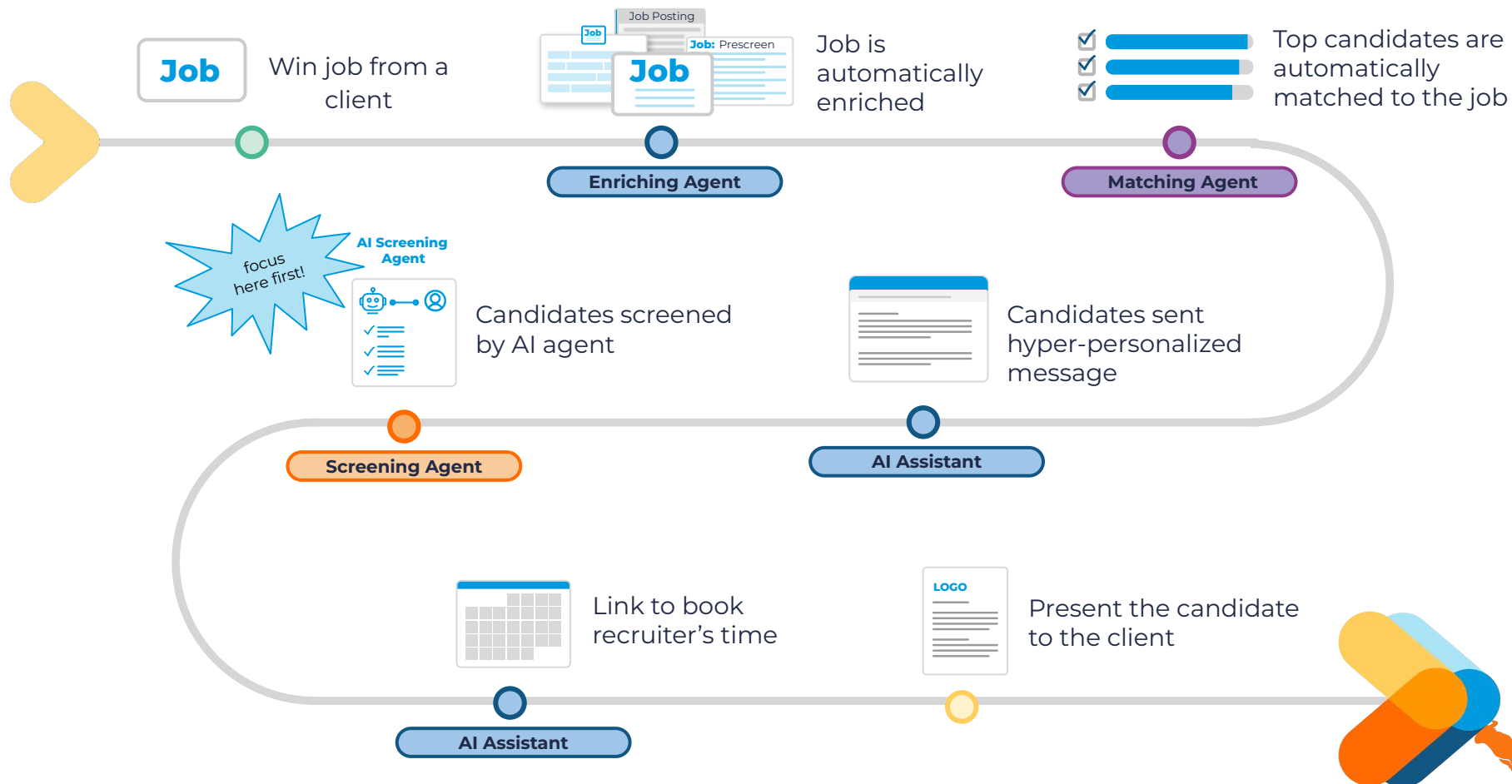# Your Bullhorn AI-Infused Workflow w/ AI Agents Edition of Automation, powered by the AI Assistant

Job — Win job from a client

Enriching Agent — Job is automatically enriched

Matching Agent — Top candidates are automatically matched to the job

AI Screening Agent — focus here first!

Screening Agent — Candidates screened by AI agent

AI Assistant — Candidates sent hyper-personalized message

AI Assistant — Link to book recruiter's time

LOGO — Present the candidate to the client

Demo Time

Your Bullhorn AI-Infused Workflow w/ AI Agents Edition of Automation, powered by the AI Assistant

Job

Win job from a client

Job is automatically enriched

Enriching Agent

Top candidates are automatically matched to the job

Matching Agent

AI Screening Agent

focus here first!

Candidates screened by AI agent

Screening Agent

Candidates sent hyper-personalized message

AI Assistant

Link to book recruiter's time

AI Assistant

LOGO

Present the candidate to the client

AI @ Bullhorn

AI Impact: 2025

Benefits reported by firms in early access with Bullhorn AI*
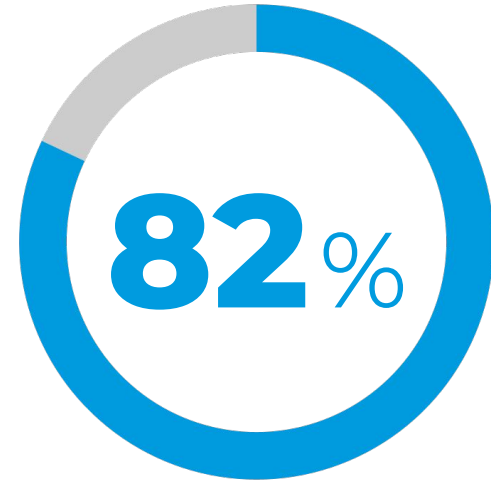
22%
Improvement in fill rate

17%
Improvement in time to submit

51%
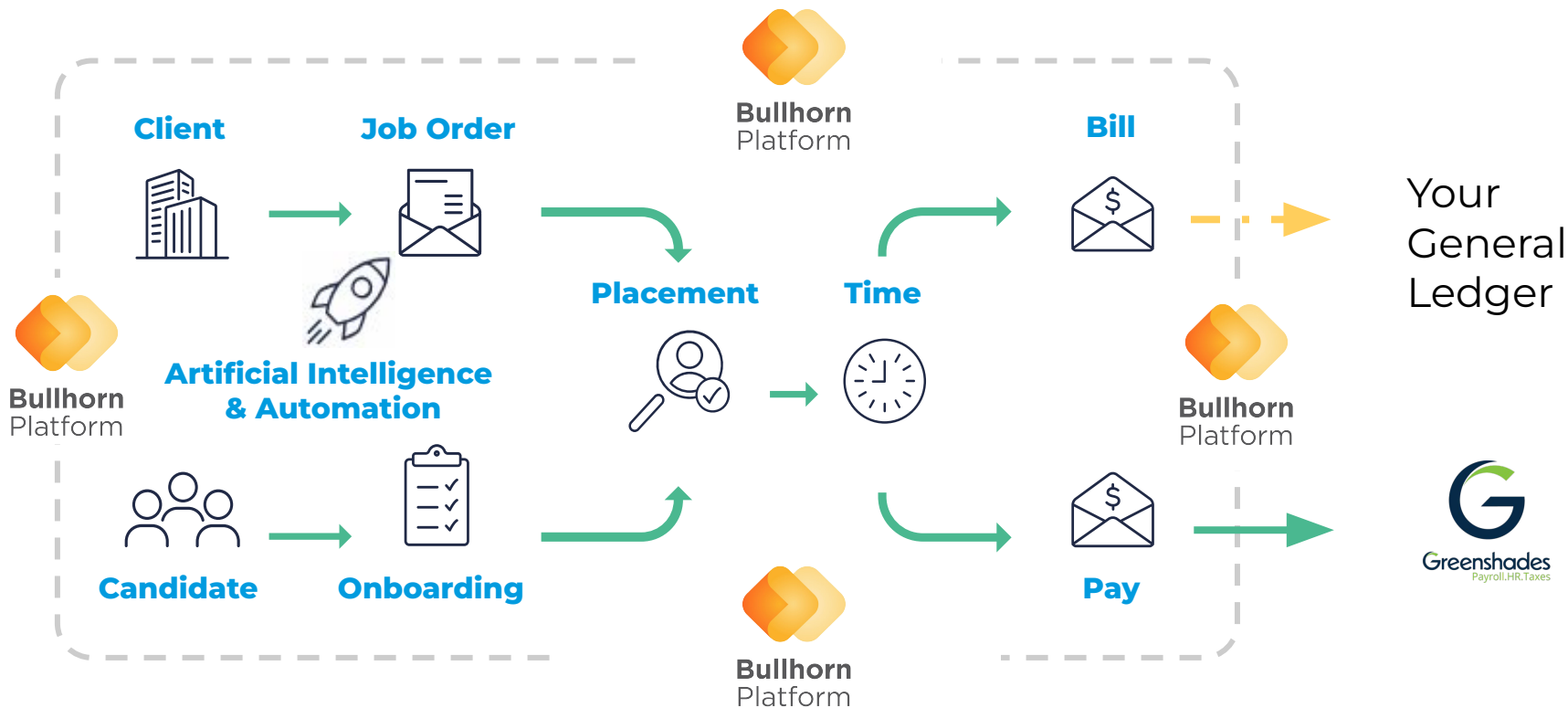More submissions to jobs

20%
Screening completion rate

Based on four Bullhorn AI customers using AI Assistant, Messaging Agent, Enrichment Agent, Screening Agent, and AI Search & Match

82%
of screened candidates reported a highly positive experience with the Bullhorn Screening Agent

Bullhorn's End-to-End Staffing Platform

Bullhorn Is More Than A Platform - We're Your ASGroup Partner!

3 Ways We Are Helping...

#1. Breaking down the silos...

#2. Grow with AI — Don't let it take over!

#3. Drive more revenue with less manual work

Sales   Marketing   Recruiting

Grow with AI

FARMERS MARKET

Your one-stop shop for everything we discussed today:

Thanks For Attending!!!
-Donny & Joe & Erica

Bullhorn®