

Appendix: Paycom's Prospect Conversion Rates for the Last 8 Quarters Ending June 30th 2020.

	2018	2019				2020		
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
# of New Contacts Entered In CRM	12000	13440	16262	19678	22629	27381	20536	7188
# of First Meetings	3600	4435	6180	7773	7694	9310	3696	863
# of Second Meetings	900	1020	1236	1555	1423	1769	702	138
# of Signed New Contracts	383	449	525	715	705	876	421	83
Average New Customer Revenue/Year	\$6,450	\$6,321.00	\$6,194.58	\$6,256.53	\$5,630.87	\$6,475.50	\$6,799.28	\$6,867.27