YOUR GATEWAY TO GOING GLOBAL
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Since 2013, Blueback Global has supported the international growth ambitions of companies across the world. Headquartered in Cupertino with offices in Hong Kong, Singapore, Bristol, Sydney and Seattle, the company offers a full suite of accounting, finance, tax, HR, legal and compliance support services for companies ranging from startups to Fortune 500 multi-nationals.

Our partnership helps companies meet global growth goals, simplify international operations, reduce expansion risks and manage overseas business. With virtually 24/7 availability, proficiency in over 150 countries and personal connections, Blueback Global maximizes client success in even the most complex global business and expansion scenarios.
“Blueback Global’s international operations team brought to our attention a lot of risk factors that we may not have otherwise considered as we grew internationally, and they recommended practical solutions to mitigate the risks. This has been extremely valuable in helping us proactively deal with issues and avoid surprises.

TIFFANY ASH
VP Operations - Tableau, Inc.

“Incredibly responsive, knowledgeable, and easy to work with, Blueback Global handled every aspect of establishing our operation in China.”

ROB ROVETTA
VP Product Management, Quantance, Inc.

“Blueback Global has been instrumental in helping us manage our operations in Asia. They are knowledgeable, reliable, organized, and efficient. We work with many consultants, but Arden and his team are some of the best. We simply would not have been able to successfully run our operations in Asia without them.

KYLE OZWA
Director of Business Operations, Invoice2go

“Blueback Global is a trusted partner in all employment and payroll related topics internationally. Wonderful to work with and always super responsive to our needs.”

MATT SCHMUECKER
Controller, Mixpanel international
I started Blueback Global with the dream to become a business partner to companies expanding and running businesses internationally. Previously, as a finance and accounting director at a global accounting firm, I saw startup and Fortune 500 companies struggle to establish, grow and maintain international operations in an affordable, compliant and scalable way.

Companies were paying millions for big accounting and service firm expertise, often with sub-par results. Corporate politics, turnover, bureaucracy and rigid service offerings – plus mounting invoices and little trust or communication transparency – frustrated even the most established clients. Startups didn’t stand a chance.

I decided to build a company that put clients first; one that supported the international growth and operating ambitions of big and small companies through a flexible, transparent, responsive and efficient service model.

Fast forward seven years and Blueback Global has helped dozens of clients go global. Whether they’re faced with the question of what international entity is right for us? or, what’s the best way to keep track of compliance and risk mitigation? or, how can we achieve new market growth without adding internal headcount?, we have the experience to help.

With Blueback Global, you have a team of the brightest, most-dedicated, international finance, HR, tax and business operations professionals behind you.

We’re here to make you a global success.

ARDEN NG
CEO, Blueback Global
THESE THREE PROMISES ARE BEHIND EVERY SUCCESSFUL PROJECT AND CLIENT RELATIONSHIP. BEGINNING WITH THE TONE AT THE TOP, BLUEBACK GLOBAL EMBRACES THESE AND HOLDS EVERY TEAM MEMBER ACCOUNTABLE TO THEIR DELIVERY. FROM THE WAY WE ANSWER EMAIL, TO THE TECHNOLOGY WE USE AND THE SERVICE MODELS WE DEVELOP, EVERYTHING FLOWS FROM OUR CLIENT COMMITMENTS.
A SINGLE POINT OF CONTACT.

Every Blueback Global client has a dedicated account executive with deep in-market experience. As your single touchpoint, they simplify communications and offer a proactive approach to your account. This eliminates the time-consuming management of multiple contacts in each of your overseas locations or service lines.

VALUE TO YOU

- Communication efficiency and simplicity
- Proactive project planning and next-steps anticipation
- Efficient status reporting; no phone-tag or vendor management

UNPARALLELED GLOBAL PERSPECTIVE

Blueblack Global employs subject-matter experts with global market expertise. With offices across the US, Europe and Asia, we have the on-the-ground team to support even the most complex in-market projects.

VALUE TO YOU

- Compliance, reporting, labor and legal requirements understanding - even in global sub-markets
- Easier navigation of new market unknowns
- Local presence for in-person interfacing and development of trusted, local support teams where needed

A GREAT CLIENT EXPERIENCE

Every client and project is unique so we invest time in understanding your business and objectives. Our support services are flexible and transparent - we don’t jam you into existing project plans or unwieldy service contracts. We deliver what you need – reliably, efficiently, and cost-effectively.

As well, we understand that you hire a service partner to free up your staff. Our promise leads us to be problem-solving and proactive. We are a ‘can-do’ team that leads confidently on your behalf.

VALUE TO YOU

- Clear, mutually agreed upon project plan and scope development
- A support team that stays “in the know” on your project
- A la carte services; choose and use what you need
- On-demand and month-to-month service provisioning
- No long term contracts
- Full phone and email access to account team
Our Company Values.

We deliver on our client commitments because of our values. These values are core to how we operate - and every solution, plan and hire are made with these in mind. These aren’t website cliches, they make up the Blueback global ethos.
Here’s what they mean:

**Flexibility**
Our business model fits your needs. We’re flexible in our offerings, meaning: you get the right solution at the right time. No unnecessary service bundling, contracts or lock-ins. Flexibility extends to our culture too, creating an environment where employees trust each other and thrive. With a less-than-3% staff and client attrition rate, you benefit from rich continuity and ongoing connections.

**Integrity**
This means doing the right thing, the first time, all the time. Our team is empowered to be “client first” – and knows the best answer is the one that puts your needs first. We are not limited by policy, procedure or large-scale corporate bureaucracy. We can go the extra mile to make sure you are served well.

**Responsiveness**
Some may question our size: do we have the headcount to support big, multinational clients? As a relatively young firm, we use size as an advantage. We stay nimble, responsive and steer clear of complex corporate hierarchy to give you a better project experience. By focusing on systems, execution and in-country partnerships, we support multi-thousand person payrolls and many $1B+ revenue companies, helping you outmaneuver the competition.

**Speediness**
In international business, time is of the essence. This is why we have a strict policy to return all email or phone messages within one day and often within 1-3 hours. We can deliver this because of our near-24/7 availability across time zones. As well, through proprietary support platforms including, PayrollWorks, ExpansionWorks and PaymentWorks we harness technology automation and operations efficiency for you.

**Transparency**
International expansion and operations are stressful when you don’t have visibility into project statuses, contracts and services. We are proactive in our updates so you don’t have to hunt to learn what’s going on. As well, we do not push long-term contracts or hard-to-decipher service bundles. With modular offerings, you pick what you want, when you want it, with clear visibility into costs.
### Us vs. Them. HOW WE’RE DIFFERENT.

Below we highlight a few of the ways that our model, size and client-first approach differs from the market norm. We call it the “Blueback Global way”.

#### SERVICE CONTRACTS

<table>
<thead>
<tr>
<th>TYPICAL APPROACH</th>
<th>OUR APPROACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complex agreements with non-negotiable bundled services.</td>
<td>A la carte offerings where flexibility and agility are priorities.</td>
</tr>
<tr>
<td>Long-term contracts.</td>
<td>Collaborative project planning, including honest pros/cons discussions.</td>
</tr>
<tr>
<td>Account teams that are incentivized for up and cross-sells.</td>
<td>Bespoke plans.</td>
</tr>
<tr>
<td></td>
<td>Team incentives that are aligned with your needs.</td>
</tr>
</tbody>
</table>

#### PRODUCT & SERVICE DESIGN

<table>
<thead>
<tr>
<th>TYPICAL APPROACH</th>
<th>OUR APPROACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rigid, templatized and dated product or service offerings.</td>
<td>Product and service solutions designed by former industry practitioners. An in-house team of subject matter experts that build the offerings they wished they had when in industry.</td>
</tr>
<tr>
<td>Unimaginative project planning due to corporate complexity and leadership disconnect from clients.</td>
<td>Services built on client feedback and an iterative design process.</td>
</tr>
<tr>
<td>Service leaders that may or may not be former industry practitioners.</td>
<td>Offerings that are tested in collaboration with growth companies.</td>
</tr>
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**ACCOUNT MANAGEMENT**

**TYPICAL APPROACH**
- Clients are served by a revolving team of account managers.
- Big firm staff dynamics and attrition create inconsistency and slow execution.
- Complex corporate hierarchies, mean different points-of-contact for key service lines like HR, finance and payroll.
- Decision making power rests with senior leadership, reducing responsiveness.

**OUR APPROACH**
- Clients are assigned a dedicated, single point-of-contact that is globally engaged to stay in-the-know on all project aspects.
- Company policy requiring email or phone call acknowledgement within 1 day, and often within 1-3 hours.
- No automated machines or 800-numbers.
- Locally empowered teams that can make decisions and resolve issues without a long chain of command.

**USER EXPERIENCE**

**TYPICAL APPROACH**
- Services and offerings designed to work within a big firm context.
- Everything from technology solutions, to invoicing, to communication schedules must mesh within the service provider’s work environment.
- Scalability over meaningful, customer service touches.

**OUR APPROACH**
- Execution capability and firm-wide agility in service delivery.
- Robust services on par with big firms, but with the end-user in mind. For example, we know that payroll services are meaningful not only to a client, but to the staff being paid.
- Products, services and communications that are easy, accessible and helpful.
- A team that is empowered to “do the right thing”.
Our Services

YOU DON'T NEED IN-HOUSE INTERNATIONAL EXPERTISE OR A BIG SUPPORT TEAM TO TAKE YOUR BUSINESS ABROAD. FROM EXPANSION AND GLOBAL M&A TO BACK-OFFICE MANAGEMENT, OUR SERVICES HELP YOU FOCUS ON BUILDING AND GROWING A COMPLIANT GLOBAL BUSINESS.

INTERNATIONAL ENTITY SUPPORT

BLUEBACK GLOBAL HAS STREAMLINED THE PROCESS FOR COMPANIES ASPIRING TO EXPAND INTERNATIONALLY. WE ASSIST IN THE ENTIRE LIFECYCLE OF GLOBAL GROWTH; FROM IDENTIFYING PROMISING NEW MARKETS, TO HIRING TALENT AND MAINTAINING COMPLIANCE WITH RELEVANT LAWS AND REGULATIONS.

ENTITY AND BUSINESS REGISTRATION

- Entity and business license establishment
- Tax, social security and employer registration
- Bank account and payments setup

ACCOUNTING AND REPORTING

- Outsourced, in-country accounting and reporting
- Corporate tax, VAT and indirect tax management
- Ongoing reporting and communications with company headquarters

PAYROLL SERVICES

- Full, global company payroll management
- Withholding and payroll tax submission
- Regular review, reconciliation and compliance management
HR SERVICES

- Locally compliant employment contract and benefits setup
- Leave tracking and benefits administration
- Immigration and foreign country work permits
- Expatriate assignments
- Training, mobility and performance monitoring
- Background checks

STATUTORY COMPLIANCE

- Statutory compliance calendar management, including, license renewal and annual returns
- Payroll and employment law compliance
- Tax, financial reporting and compliance

BUSINESS ADVISORY / M&A

- Entity support during global M&A (tax, HR and accounting)
- Employee transitions and personnel management
- Tax office queries and local accounting compliance
BLUEBACK GLOBAL SUPPORTS THE FULL-RANGE OF IDENTIFYING, HIRING AND ON-BOARDING INTERNATIONAL EMPLOYEES. OUR TEAM CAN FACILITATE HIRING THROUGH AN EMPLOYMENT ORGANIZATION, A NEWLY-ESTABLISHED ENTITY OR WITH CONTRACTORS.

**ENTITY-SUPPORTED HIRING**

- Manage direct hiring through newly established legal entity.
- Apply Entity Support services for new hires, including, payroll management and a full-suite of HR services. May include: leave tracking, hiring, termination, on-boarding, off-boarding, social security, benefits administration and compliance.

**THIRD PARTY EMPLOYMENT (PEO)**

- Apply a “Professional Employer Organization” approach using Blueback Global’s in-country, affiliate legal entity.
- Create a full employment and an elevated HR/payroll experience
- Manage local employer requirements, including, HR administration, leave tracking, hiring, termination, on-boarding, off-boarding, payroll, social security, benefits administration and compliance.

**OVERSEAS CONTRACTORS**

- Manage contractor hiring, including, finding, on-boarding and payroll.
- Handle all in-scope administration and data issues
- Guide cultural, work style and compensation expectations.
COUNTRIES SUPPORTED
120

CONTINENTS SERVED
6

GLOBAL OFFICES
6

CLIENT RETENTION RATE
100%
Not including clients transitioned through M&A activity

BLUEBACK GLOBAL
By The Numbers
YOUR GATEWAY TO GOING GLOBAL

PHONE
+1 408 609 0652

EMAIL
connect@bluebackglobal.com

GLOBAL HEADQUARTERS
21710 Stevens Creek Blvd,
Suite 225,
Cupertino,
CA 95014

CUPERTINO OFFICE II
21760 Stevens Creek Blvd,
Suite 100,
Cupertino,
CA 95014