

MISSION STATEMENT & CORE VALUES



OUR MISSION

We will strengthen our position as the recognized leader in Payment Cycle Management. Businesses rely on us to solidify customer relationships, achieve cost savings, and enjoy productivity gains through our innovative invoice to cash solutions. With our expertise, advanced product suite, and flawless service, we will add value to our clients each and every day.



What would the customer want?

Customer Commitment

Customer loyalty is the basis of our success. We want more than satisfied customers, we want loyal enthusiasts. We achieve this by striving every day to give the customer what they want. When faced with competing priorities and choices, it is sometimes unclear what the best option is. At Billtrust, we like to ask ourselves the question

“What would the customer want?” to help guide our decision process. Once the decision is made it becomes a commitment to our customers. We value the customer's perspective first and we commit to providing the best. Honesty and integrity in all customer interactions is the Billtrust way.

100%

of our customers are satisfied with our services and customer service since 2001.



Our Service



Teamwork



Results

OUR VALUES

Invincibility

“We’re Billtrust, we can do anything.”

1

Billtrust has succeeded in the most difficult environments. No one thought starting an eBilling business after the dot com crash in 2001 was a good idea. No one thought building world class paper billing was a good idea. No one thought that billion dollar businesses would trust a startup with their cash flow. But we’re Billtrust, we’re different. We’ve written millions of lines of software code to run our business and to help our customers run theirs. We truly believe that we can solve just about any problem with technology and great process. However, we also believe that we should often say no to solving problems that are outside of our mission. Focus is a critical element to our success. We never say – “can we do this?” Of course we can - We’re Billtrust, we can do anything.

Open Mindedness

“There are no sacred cows.”

2

At Billtrust we continually challenge our ideas and ways of doing things asking ourselves how it can be done better. Billtrust has developed a world-class paper and electronic billing solution. That’s what the market thinks and it’s true. But it only is world-class because the first two solutions developed weren’t so good and we threw them out. Priorities change, markets move, we become smarter. We seek to make the most educated decision that we can with the information we have. We don’t wait for perfect information. We like to make quick decisions based on good information. However, we don’t stick to decisions that are wrong. We view this as a big strategic advantage against our monolithic competitors. We are a speed boat, our competitors are ocean liners. We can move quickly, we can make sharp turns, and we don’t carry a lot of baggage.

OUR VALUES

Accountability & Ownership

“Fix the problem, not the blame.”

3

Problems occur and they happen for many reasons. When something goes wrong, take ownership and fix it. Excuses are easy and often true. This person didn't deliver on time or that person did something wrong. However, excuses don't get us closer to a solution. When something goes wrong, fix it. Own the problem to the end. Reach across departmental boundaries and lead until the problem is resolved. It's important that we counsel our teammates on how to prevent mistakes in the future. But it is way more important to fix the problem, not the blame.

Fiscally Responsible

“Spend every dollar like it was your own.”

4

Profit enables Billtrust to thrive and provides opportunities for our team to grow and be rewarded. We are careful in how we deploy and spend our money to increase profit. We're not afraid to spend money. We buy expensive equipment to process bills efficiently and we invest millions in R&D each year to stay ahead of the competition. However, we think of each dollar we spend as if it's coming out of our own wallet. We're not wasteful, we don't fly first class and we don't stay at posh hotels. But we're not cheap. We like to think of spending money as an investment – an investment in people and our business.

OUR VALUES

5

Listen Actively

“You have two ears and one mouth, use them proportionally.”

No one ever learned anything by talking all the time. Teammates, customers, vendors; they all might have something interesting and valuable to say. But if you're doing all the talking, or waiting to speak, you'll never really understand. Actively listen to people, don't interrupt, try to understand what their perspective is. If you do, you'll find yourself getting smarter and making better decisions. At Billtrust, we don't seek to justify our answer, we seek the best answer.

6

Family First

“We are not on this planet so that we can work and make money.”

Work shouldn't be your first priority in life, it's a means to an end – usually so that you can afford the lifestyle that you and your family desire. But family should come first. Go home and have dinner with your family. Coach your child in a sport. Get some exercise. Call your Mom. We expect everybody at Billtrust to work extremely hard and get their job done. But put your family first. Nobody will say on their deathbed: “I wish I had spent more time in the office and less time with my family.”

OUR VALUES

Unique Individuals

“It’s all about our people.”

7

There is no Billtrust without our people. It is the remarkable contributions of our people that have made Billtrust one of the fastest growing companies in America, and will continue to do so in the future. We strive to attract the best and the brightest. But being smart is not enough. We want people who are passionate, challenge the norm, and consistently deliver high quality results.

We are committed to creating an environment in which our people can thrive. We want to foster creativity and provide ongoing opportunities for individuals to learn and grow through training, coaching, and mentoring.

It is up to each individual to pull their own weight. We give people honest feedback and ample opportunities to be successful. However, we cannot allow anything to distract those who want to, and will, achieve success here at Billtrust.





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