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GPM Investments, LLC Offers Employees Pay-on-Demand

PayActiv program has allowed employees to access more than \$1 million in earned wages before payday

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RICHMOND, VA—GPM Investments, LLC is now offering leading holistic financial wellness platform PayActiv to its employees, allowing them the freedom and flexibility to access their earned wages on their terms, regardless of whether they have a bank account. The PayActiv program allows employees to access up to 50% of their earned pay for a nominal, flat fee via an easy-to-use website and mobile app.

According to the Financial Health Network (CFSI), financially underserved Americans pay \$173 billion each year for alternative financial services. With PayActiv, employees can circumvent these penalties and access their pay as they need it.

“Since the program was implemented, over 10% of our employees have taken advantage of this benefit, accessing over \$1 million of their already earned wages without having to wait for the traditional payday,” said Arie Kotler, President and CEO at GPM. “PayActiv supports our associates and helps them to prepare for the unexpected financial expenses in life. We strive to continue to offer GPM team members great programs like PayActiv.”

When associates log into their PayActiv account, they are able to see accessible earned wages, which they can then transfer to a bank, use to pay bills online, load onto a prepaid card, and withdraw in cash. Additionally, employees can take their financial planning to the next level with goal-based budgeting and unlimited free access to knowledgeable financial coaches. PayActiv users also qualify for special discounts at local stores and on prescriptions and have access to services like Uber, Amazon and financial literacy resources, which can be accessed through the mobile app.

GPM is the largest company of convenience store chains to roll out this program with over 1,000 users taking advantage of the service. Harvard Kennedy School shows in a study that business that offer PayActiv to its employees see 19% reduction in turnover.* When the stress of making ends meet between paychecks is relieved, employees are also able to focus more on the job. 83% of human resources professionals cite employees’ personal financial issues as having an adverse impact on individual and company productivity and performance.**

About GPM Investments, LLC

GPM Investments, LLC, together with its subsidiaries, is the largest privately-owned company in the convenience store channel of business. With recent acquisitions, GPM has widened its reach to approximately 1,400 stores. The company, based in Richmond, VA,

operates or supplies fuel to stores in Arkansas, Connecticut, Delaware, Florida, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Michigan, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas and Virginia. Its stores offer specialty a large selection of grocery items, such as fresh fruit, an exclusive (e)vapors[®] line, a proprietary fas SNACKS line, and many other products to suit the needs of every customer. One feature, setting many of its convenience stores apart is a wide array of proprietary food offerings ranging from fresh-made salads and sandwiches to healthy, grab-and-go meals.

Visit www.gpminvestments.com to learn more about GPM's stores.

About PayActiv

PayActiv's mission is to bring security, dignity and savings to low-income workers through an award-winning holistic financial wellness platform that gives employees on-demand access to earned but unpaid wages. Businesses that partner with PayActiv see significant cost reductions through increased recruitment, engagement and retention. Employees love PayActiv because it eliminates the expensive between-paychecks tolls of payday loans, bank overdrafts and late fees. PayActiv also offers a suite of financial services that include savings and budgeting tools, bill payment and financial health measurement. PayActiv has won best in class awards in both FinTech & HRTech and is the provider for Earned Wage Access to Walmart.

In June 2019, PayActiv released a short film titled [It's About Time](#). The documentary looks at pay timing and its correlation with epidemic financial stress being experienced by millions of working Americans.

For more information, visit www.payactiv.com.

* Baker, T. & Kumar, S. (2018). The Power of the Salary Link: Assessing the Benefits of Employer-Sponsored FinTech Liquidity and Credit Solutions for Low-Wage Working Americans and their Employers. [MOSSAVAR-RAHMANI CENTER FOR BUSINESS AND GOVERNMENT](#) Publication.

**Mohney, M. (2018). Financial Literacy Programs Improve Productivity, Performance. Society for Human Resource Management.