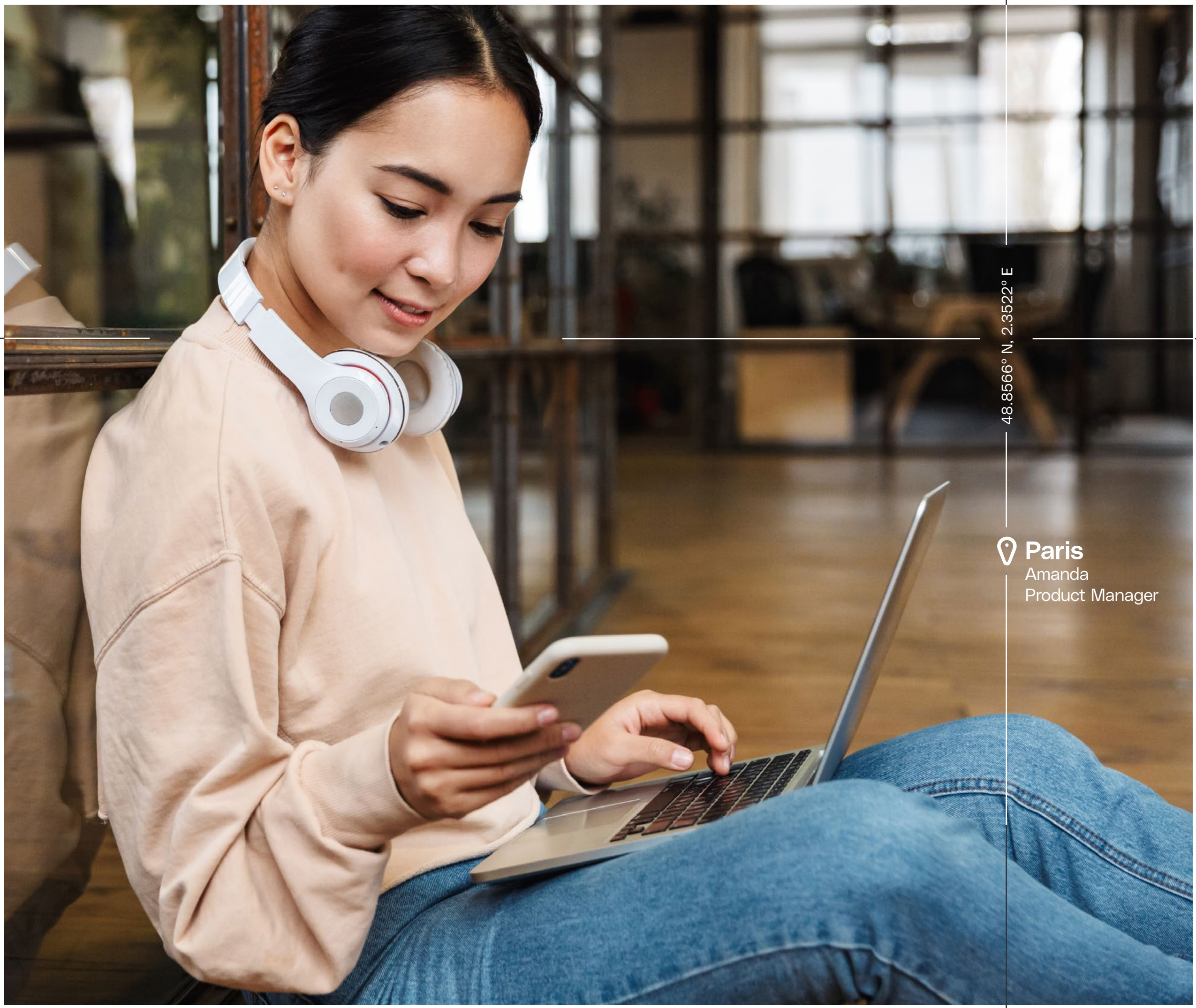
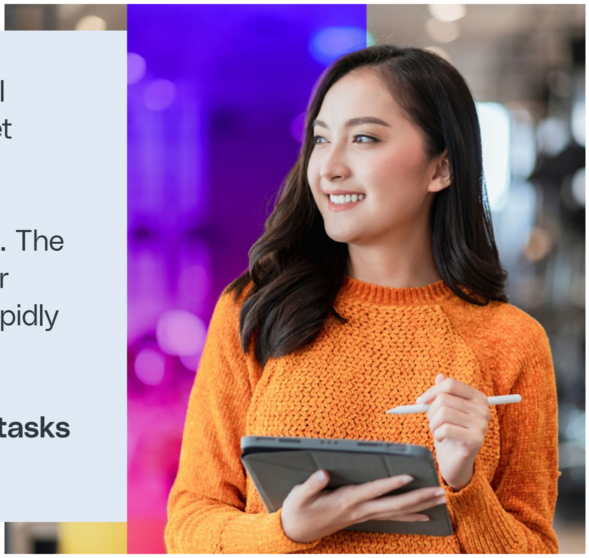
Entity Setup vs. an Employer of Record



As you broach the topic of how to enter a new market, you will explore the option of setting up a business entity in your target country. But have you explored all your options?

Entity setup as a market-entry solution suits certain scenarios. The alternative is G-P's Global Employment Platform™. Through our market-leading SaaS-based technology, we help companies rapidly and easily execute their plans for growth into new markets.

Here's how partnering with G-P lines up against the list of tasks required for entity setup in new markets.



	Entity setup	G-P
Time investment	**9+ months**	**12 hours**
What you need to do before you enter a new market:	• Plan your budget to support registration costs, local expertise, and tax setup. • Set up a local bank account and currency conversion. • Prepare capital requirements, sometimes in excess of USD 100,000 for the local bank. • Hire a local director to oversee operations and finances. • Design a remote onboarding program or source program providers. • Learn and understand local tax laws. • Learn and understand local employment regulations. • Negotiate local benefits packages for new employees. • Document all HR policies concerning compliance and regulations. • Factor in costs around data protection and storage.	• Contact G-P. Use one platform to hire talent in new countries – no entity setup required. • Our Global Employment Platform™ handles the complex and time-consuming legal, financial, and HR responsibilities for you in countries where you don't have a presence.

Successful entry completed. Time to grow your company.

Your ongoing responsibilities:

Entity setup	G-P
• Compliance monitoring across local tax, worker rights, and statutory contributions. • Employment regulation monitoring for each country. • Manual employee expense management. • Payroll setup and management. • Employee overtime and bonus tracking. • Compensation adjustments. • Continued capital requirements in excess of USD 100,000 in many countries. • Updates to remote onboarding programs as required.	• G-P takes care of all ongoing HR support for international team members and stays on top of all changes in regulations and requirements. • Payroll is automatic – all you have to do is approve. • Employees can easily track time and expenses in one platform. • Easily make adjustments whenever you need to.

Didn’t work out? Start to wind down operations.

What if you are offboarding employees and/or leaving a market?

Entity setup	G-P
• Evaluate your options: To keep the entity up and running will mean an ongoing cost, but taking on the paperwork in the local market to wind down will also require budgeting for local expertise. • Either continue managing and financing the entity or oversee the closure of operations, possibly in person.	• Feel secure in knowing that our team of HR and legal experts at G-P will ensure smooth and compliant terminations. • Contact G-P to run the final payroll, and halt operations in only 30 days.

"Going to an Employer of Record (EOR) is definitely the best choice at a company's early growth stage. As your business scales, hiring via an EOR means you can continue to grow seamlessly until reaching the critical mass that justifies setting up a legal entity."

- Rosalind Lee, Corporate Finance and Business Controller at Ecolex

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"We got to learn about you G-P just after we opened up in Australia because I believe that if we had known about you guys, we would have definitely done it differently. And that's a real learning experience."

- Christa Simpson-Wong, Executive Director, Human Resources at Mount Street Portfolio Advisers GmbH

"[Establishing legal entities in each country] requires a pretty heavy lift in terms of resources to maintain compliance. In most instances, it also locks you into that country in a pretty big way. For a small and growing organization, this just doesn't make sense. [An Employer of Record was] the right way for us to meet our needs as a business in a cost-effective and scalable way without burdening teams with administrative work or legal risk."

- Jackie Hazan, Vice President of People Operations at EditShare

At G-P, we're committed to helping companies unlock the power of global teams through our #1 Global Employment Platform™. Leave the complexities of hiring, onboarding, and offboarding to us, so you can focus on expanding your company internationally, quickly and compliantly – no entity setup needed. **Contact us to learn more about how we can support your team on your global growth journey.**

G-P
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