



Nail your accounts.

The only accountancy and
tax app you'll ever need.

Crunch.

Love what you do

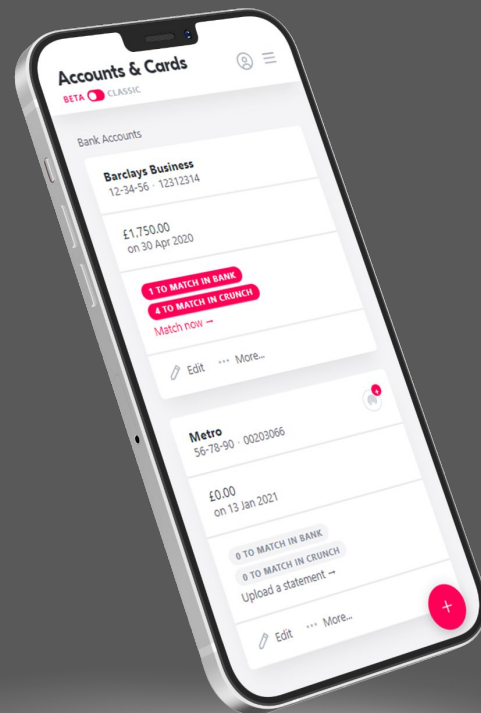
Our Mission

Our mission is to build the most powerful financial software and services platform to manage your business and tax compliance*.

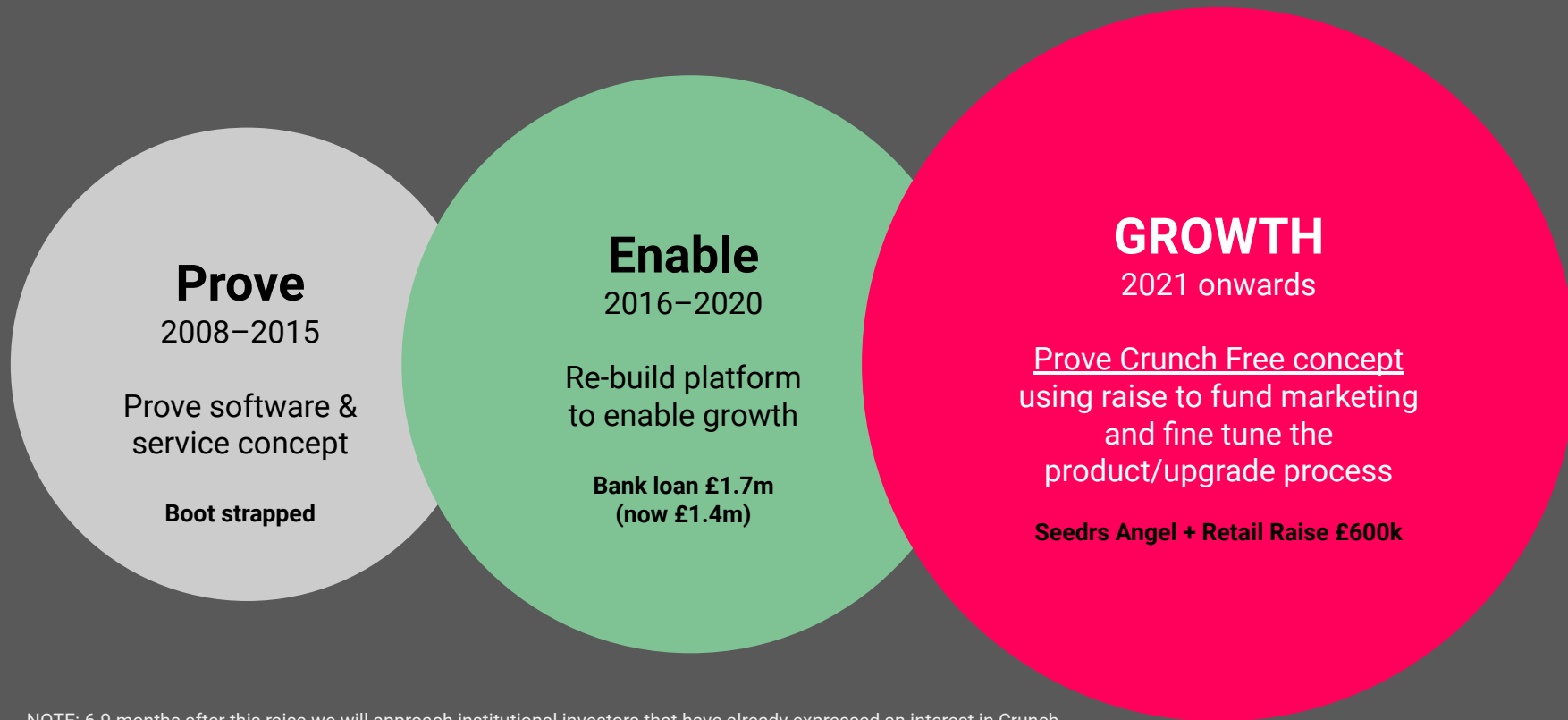
* We've built it !

Our super-slick software means that small businesses do not need an accountant, cutting costs and letting people stay on top of their financial situation.

Seamlessly integrating an expert, only if they are required, is the nirvana point in accounting and tax software.



Our Next Phase of Growth

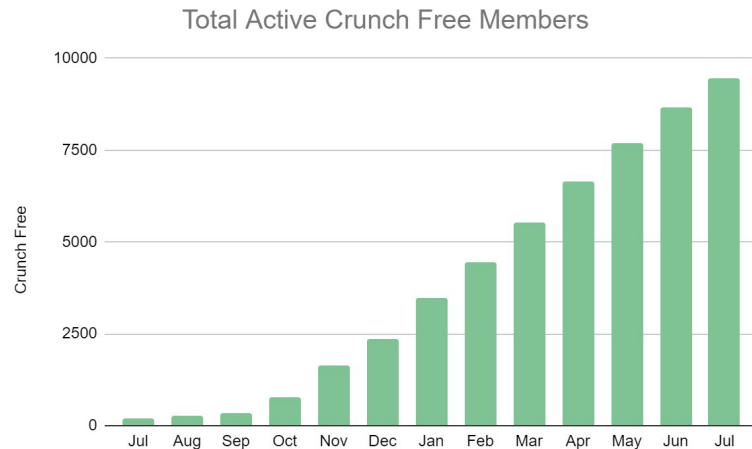


NOTE: 6-9 months after this raise we will approach institutional investors that have already expressed an interest in Crunch and then raise a Series A round of £5m ramping up the growth levels considerably

Crunch Free

Crunch Free is completely free

Only our software provides unlimited invoices and expenses and even free plug in banks, with free statement feeds. This has led to a massive growth in users in under a year, all without any additional marketing investment.



A Strong Foundation, Ready to Fly!

67,525* > **1,000**

COMMUNITY MEMBERS

GROWTH PER MONTH

20,138

CRUNCH SOFTWARE USERS

OF WHICH {

10,018

SOFTWARE AND SERVICE MEMBERS: PRO/PREMIUM ETC

* AS OF 22/10/21 - EVERYONE BECOMES A COMMUNITY MEMBER

Monetisation so far...

1.8%

OVERALL MONETISATION

2.45%

MEMBERS WHO HAVE BEEN ACTIVATED

9.00%

MEMBERS WITH AN EXPENSE OF INVOICE



Cornerstone investment & application of funds

CONFIDENTIAL

An unwavering belief in Crunch and it's powerful strategy has delivered a solid cornerstone investment:

- **£250k** Michael Van Swaaij (Investor/Chairman)
- **£50K** Darren Fell (CEO/Founder)
- **£20K** Guy Myles (Non-Exec)

This investment will be used for:

- growth marketing
- perfecting conversions
- further platform development
- some business as usual expenditure



£600K Target

£320K raised so far!

The Power of Freemium

Only we cover it all. For the individual who earns some money on the side and needs a Self Assessment, to sole traders, as well as micro/small business Ltd companies up to 15 employees.

We want to help as many people as we can, so the perfect starting point is completely free software.

Future Feature

Free

EVERYONE

Ideal if for filling your self assessment and paying your personal tax super fast

£0.00

FREE FOREVER

Free

SOLE TRADER OR LTD

Ideal if you're just starting out, our free software will get you organised and free up your time.

£0.00

FREE FOREVER

+ Super easy add-ons and upgrades

Unique Bite-size Add-ons

Crunch is full of innovations and whilst software add-ons is reasonably standard, no one in the market bakes in the **ability to buy expert help from within the app**.

DIY VAT

DIY VAT submission
and other software
enhancements

£3.50 per month

Bite sized services

'Ask an Accountant'
1hr with a qualified
accountant

£39.50 one off

Self Assessment

Have your self
assessment reviewed
and filed by an
accountant

£95 / £200 one off

Disrupting Tax / Self Assessment

CONFIDENTIAL

Software

FREE!

Free

Crunch.



Free - £49



£9.99 pm (or £99.99pa)



No function - uses GoSimpleTax



No self assessment function (est Aug 21)



£8 pm only with Self Employed



£19+VAT pm only with Self Employed



+ Service



£95 - £200

Crunch.



£99 one off



£119 one off

TaxScouts



£119 one off - £199



All prices ex VAT

Sole Trader and Ltd Company Packages

The most comprehensive range of packages with Pro software and unlimited support included. All at **astoundingly low prices**.

Interestingly, leaps in automation and reductions in unit costs allow us to create truly disruptive pricing and high gross margins.

Pro

SOLE TRADER

Everything you need as a self-employed sole trader, with expert advice and support included.

From £24.50

+VAT PER MONTH

Pro

LIMITED COMPANY

The perfect combination of software, support, and advice for limited companies.

£75.50

+VAT PER MONTH

Premium

LIMITED COMPANY

Even more features and our speediest support to make your business finances a breeze.

£115.50

+VAT PER MONTH

+ Bitesize Services — add-ons to cover every requirement

Disrupting Accountancy

CONFIDENTIAL

Software

FREE!

Free unlimited transactions

Crunch.



£0 pm - £5 pm

PANDLE



£3 (3x invoices) - £10 pm

Coconut.



£5.50 pm - £15.00 pm

F FreshBooks



£10 pm - £30 pm

xero



£12 pm - £30 pm

qb intuit quickbooks.



£19 pm - £29 pm

freeagent

+ Service



£24.50 pm (Sole Trader)
£71.50 pm (Ltd co)

Full service +
free Crunch Pro
Software

Crunch.



£24.50 pm (Sole Trader)
£79+ pm (Ltd co)

**the
accountancy
partnership**



From £120 pm

ClearSky



From £120 pm

SJD



From £1,200 for Ltd
+ £19 pm - £29 pm

Traditional
accountants +
Xero

xero

All prices ex VAT

The Secret to Software Success?

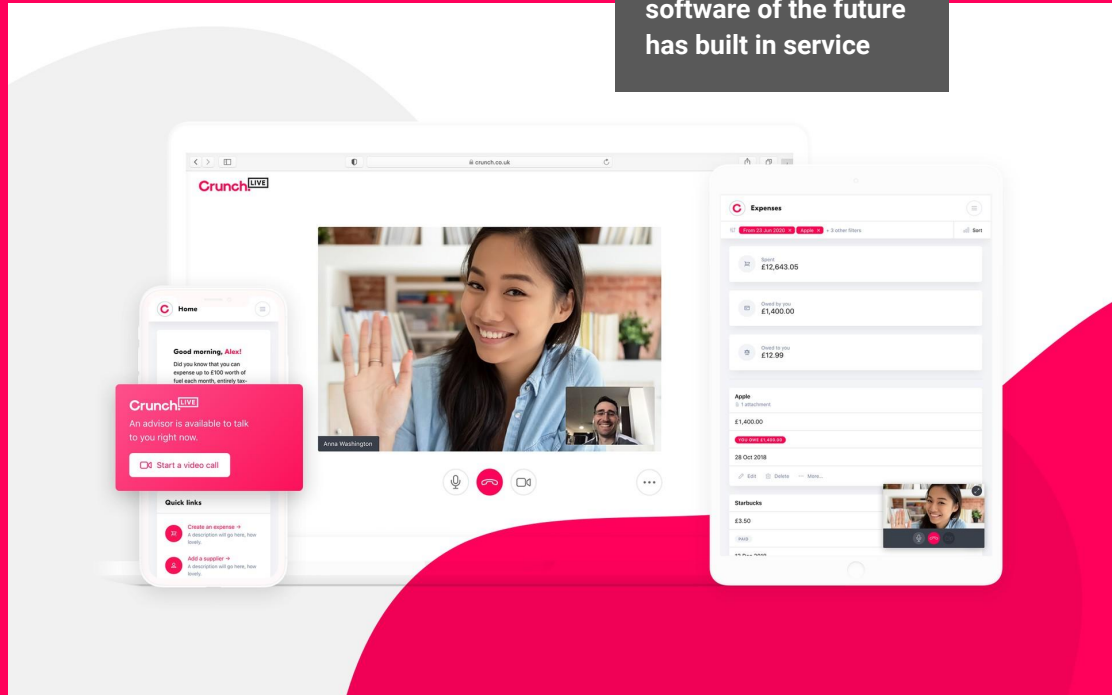
Service (shhhh, don't tell anyone)

OK it's not new — we've been refining this approach for ten years. The combination of great software with expert back-up is the key to success and still unique in accountancy and tax.

Why?

Software has revolutionised the workplace - but it can never replace expertise. What makes us unique is that people can confidently use our software knowing that help is a click, email, or call away.

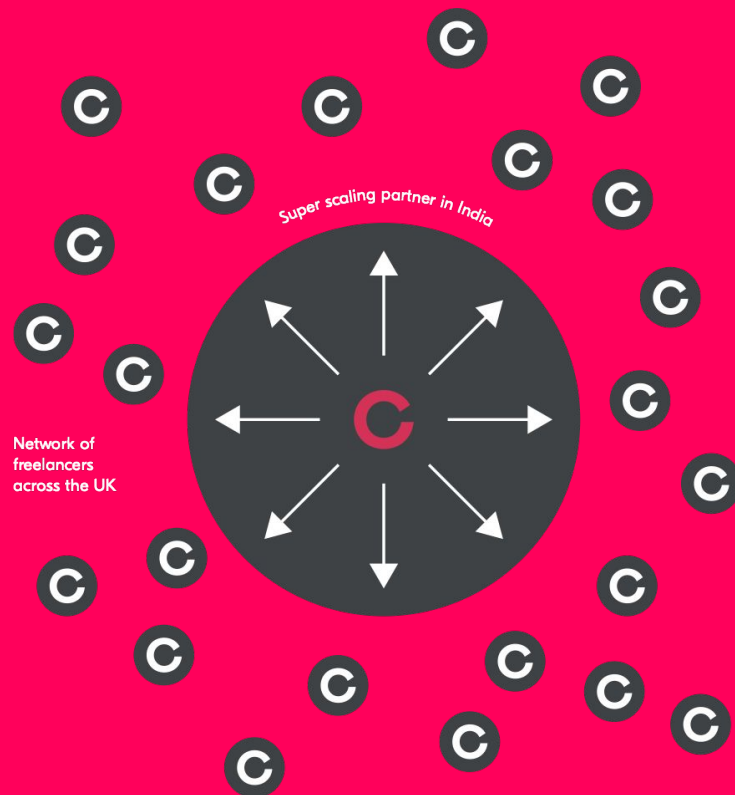
We believe the
software of the future
has built in service



We count, but we're not an Accountant

Having operated an in-house accountancy practice we're armed with the knowledge of the best way to work. Now we help a network of freelance, practice and outsourced accountants, who support our service and receive one amazing customer in return. Our network has no limit to scaling.

Our experienced audit team ensure the highest quality and demanding SLAs are achieved. Within this team, we have an onboarding function, finding the very best talent as we continue to build our network.



Huge UK Market Potential

4.33 million self-employed

12.1 million Self Assessments expected

4.2 million micro-businesses

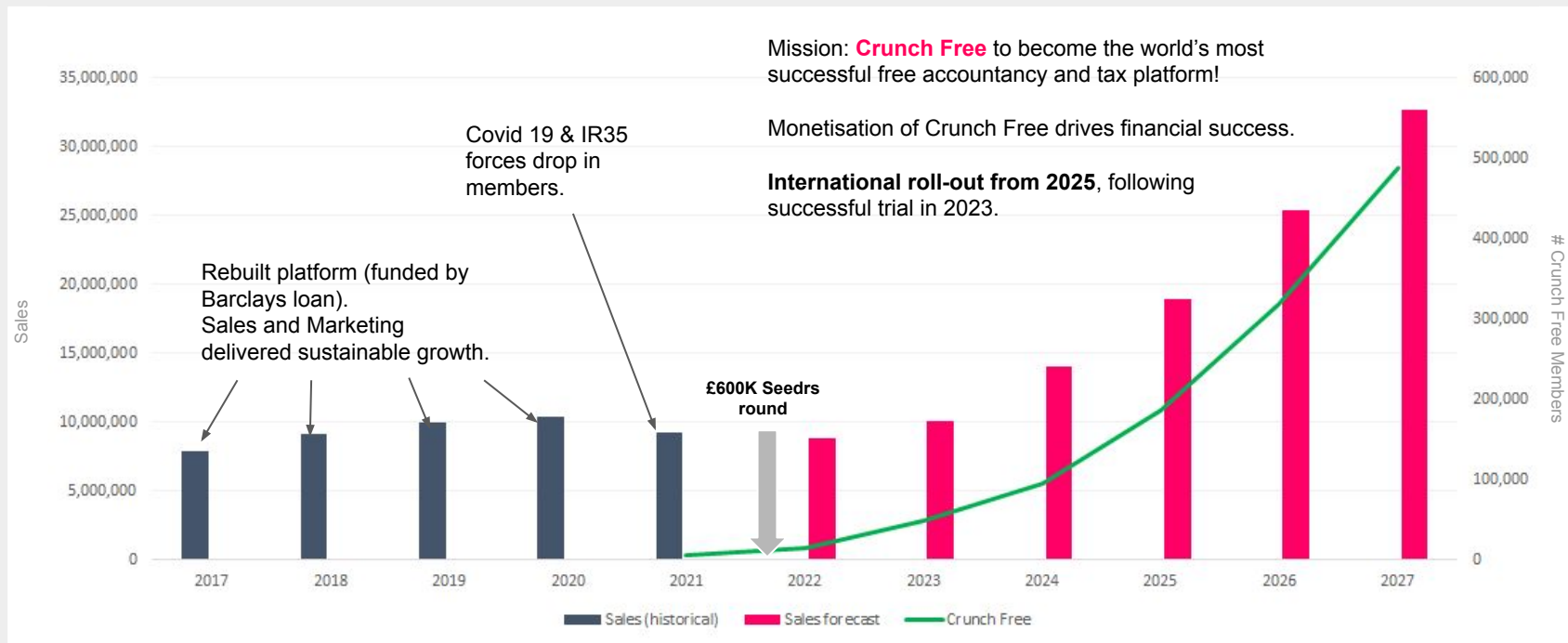
835,000 startups in 2020

Thousands of self-employment apps

The Future of Work trend is expected to be the engine of further growth



The pivot of a lifetime - Crunch 2.0

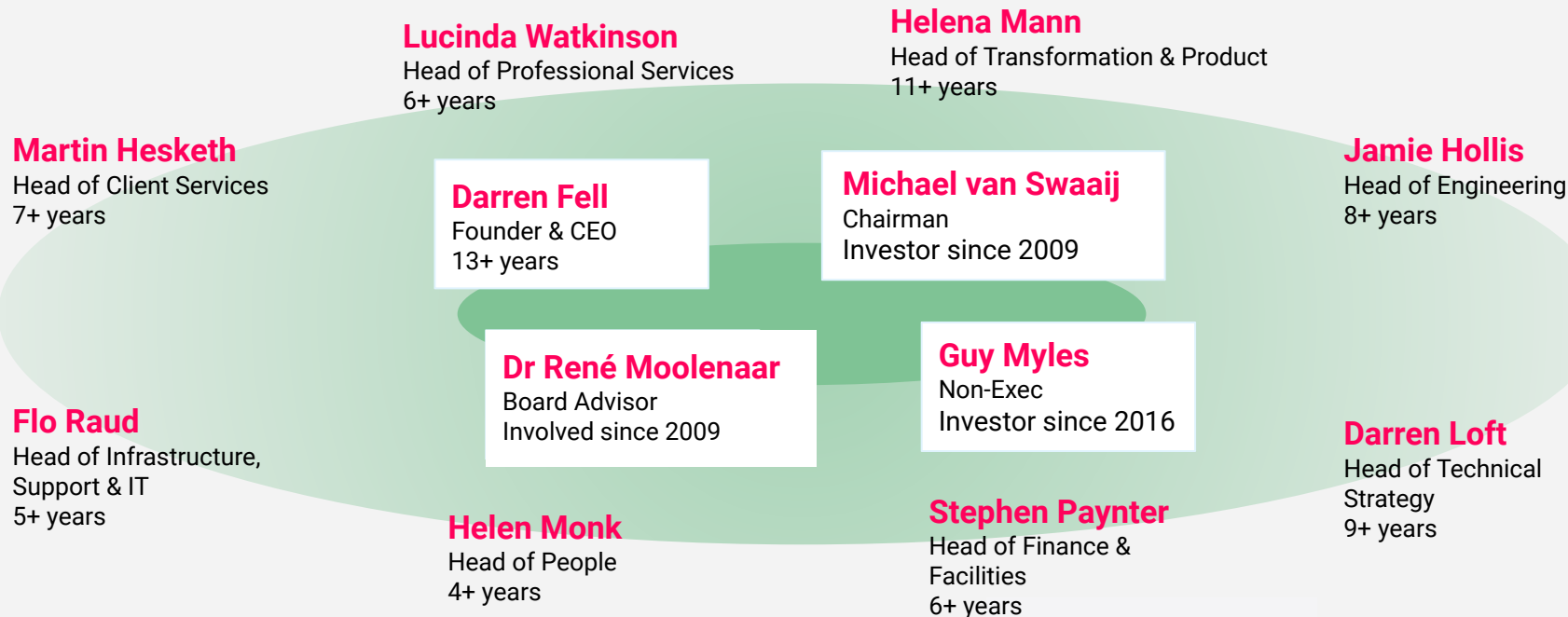


Strength to Navigate Through COVID and Grow!

| | FYE 2022 | FYE 2023 | FYE 2024 | FYE 2025 | FYE 2026 | FYE 2027 |
|--|------------------|--------------------------|-------------------|-------------------|-------------------|-------------------|
| | forecast | forecast with investment | | | | |
| Total Sales (inc Misc and Other Income) | 8,865,082 | 10,028,118 | 13,998,324 | 18,973,666 | 25,422,386 | 32,705,081 |
| Cost of Sales | 4,156,414 | 4,312,685 | 5,508,313 | 6,813,510 | 8,246,214 | 9,518,818 |
| Gross Profit | 4,708,668 | 5,715,433 | 8,490,011 | 12,160,157 | 17,176,172 | 23,186,263 |
| Overheads | 2,936,528 | 4,362,737 | 5,252,814 | 6,970,507 | 8,995,802 | 10,814,925 |
| EBITDA | 1,772,141 | 1,352,696 | 3,237,197 | 5,189,650 | 8,180,370 | 12,371,339 |

Experience Meets Opportunity

One of the most experienced teams in accountancy and tax, especially software and scalable service delivery.



Darren Fell founder of [Pure360.com](https://pure360.com).

Michael Van Swaaij founder of [ebay](https://ebay.com) Europe and previously a board member of ebay inc.

Guy Myles co-Founder of [Octopus](https://octopus.com).

Q & A

Darren Fell, CEO & Founder

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