


KarbonPay

Automatically process gross-to-net
calculations for payroll in multiple countries

Seed Round Raise

Live Beta Customers: 45 companies
~ 280 active users

Beginning November: 90 companies
~ 550 active users



Problem

- ▶ **Calculations**
are at the center of payroll operations
- ▶ **Existing Technology**
comes up short for companies running payroll across multiple countries
- ▶ **Wasted dollars**
are being spent on ineffective payroll processes

Automate calculations

that were previously outsourced

Increase productivity

with meaningful technology

Save Money

with a process that works

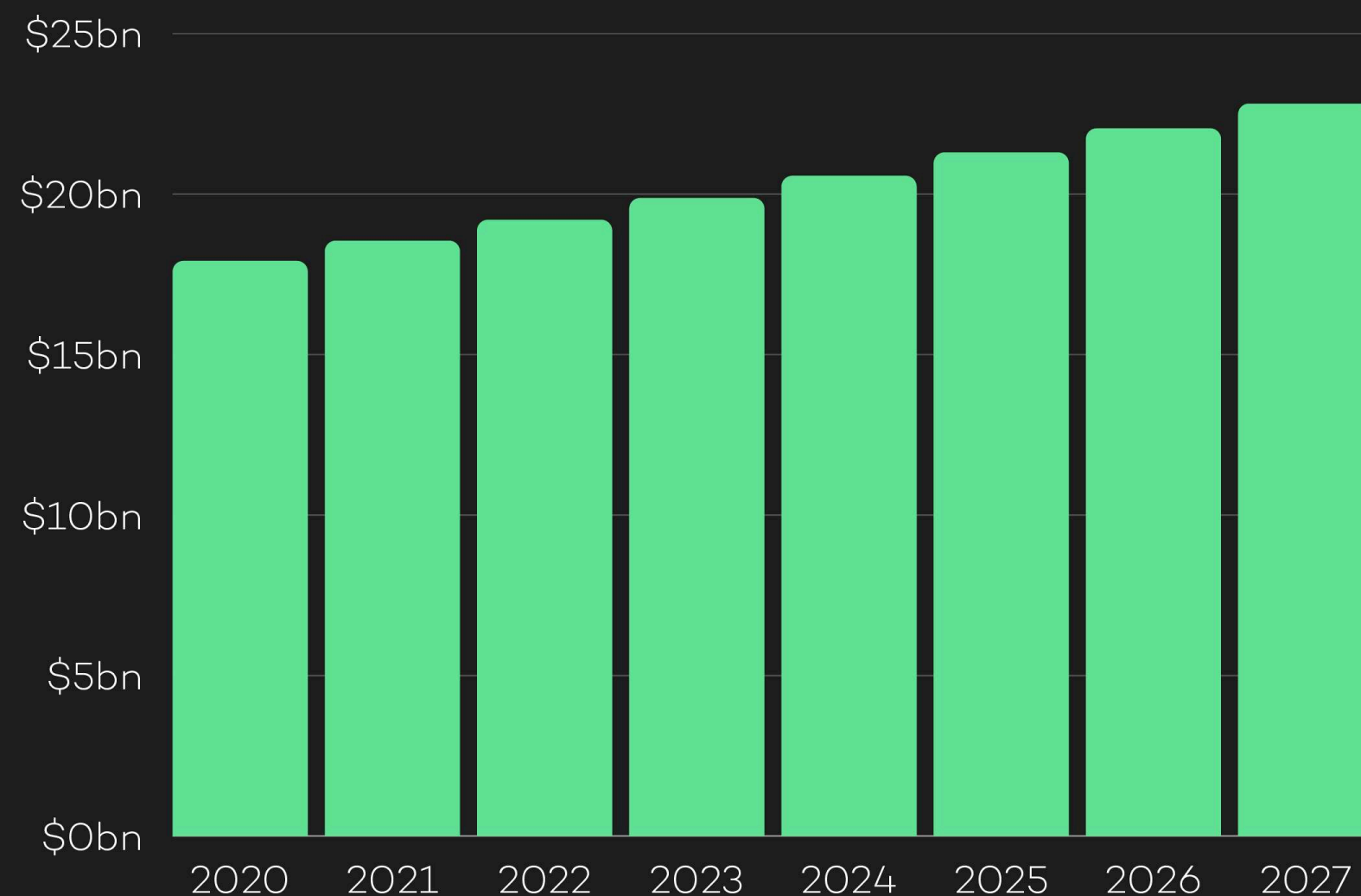
Solution

A cloud-based web platform where companies can calculate accurate payroll data across multiple countries



Market Validation

Amid the COVID-19 crisis, the global market for payroll outsourcing services is US \$17.9bn



Projected to reach US\$22.8bn by 2027 w CAGR of 3.5% 2020 - 2027



Market Trends

With the increasing demand for cost reduction and time efficiency by SMEs and MNCs, MCPO* has emerged as a trend, growing at a rate of approximately 20 percent.

Buyers' increasing interest in self-service platforms, which leads to easier access to employee data and thus better employee satisfaction, is driving the growth of technology adoption.

Latin America and APAC perceive the adoption of cloud-based services as a way to leap ahead of their competitors on technological grounds.



Market Trends continued...

Global payroll trends include Bundling Payroll Services, Multi-Country Payroll Outsourcing, Process Automation and Adoption of Cloud-Based Services.

Outsourcing payroll can reduce expenses by approximately 20 percent.

Companies processing payroll in-house due to the risk of compromising confidential data, are being offered partial/hybrid payroll solutions by suppliers.



Market Drivers

Cost savings

Outsourcing payroll leads to the reduction or control of expenditure by avoiding the hiring of new staff and technology-driven cost.

Rising demand for MCPO

Increasing ability of single vendors to handle payroll across countries.

Better Compliance

Outsourcing helps the buyer to stay updated with the changes in payroll regulatory legislations, especially in a global environment.

Tech Advantage

Governments' adoption of e-filings and digital services is driving the growth of cloud-based payroll services.



Product

Add locations → Enter payroll data → Calculate gross-to-net

The image displays three overlapping screenshots of the Fingo HR system interface, illustrating the workflow from adding locations to calculating gross-to-net pay.

Locations Screenshot: Shows a table of locations with columns for NAME and COMPANY. The table lists several Cape Town locations for various companies.

NAME	COMPANY
Cape Town	Brevity Law (Pty) Ltd
Cape Town	Carbon Events Management CC
Cape Town	Ubuntu Football Trust
Cape Town	COPC Distribution Management Pty Ltd
Cape Town	Africa And You Safaris (Pty) Ltd
Cape Town	Industrial Bakeware Company Pty Ltd t/a BCO
Cape Town	Teach Me 2 (Pty) Ltd.
Cape Town	Your Essentials Pty Ltd
Cape Town	Anchor Foam and Rubber CC
Cape Town	Black Merlin Distribution Pty Ltd

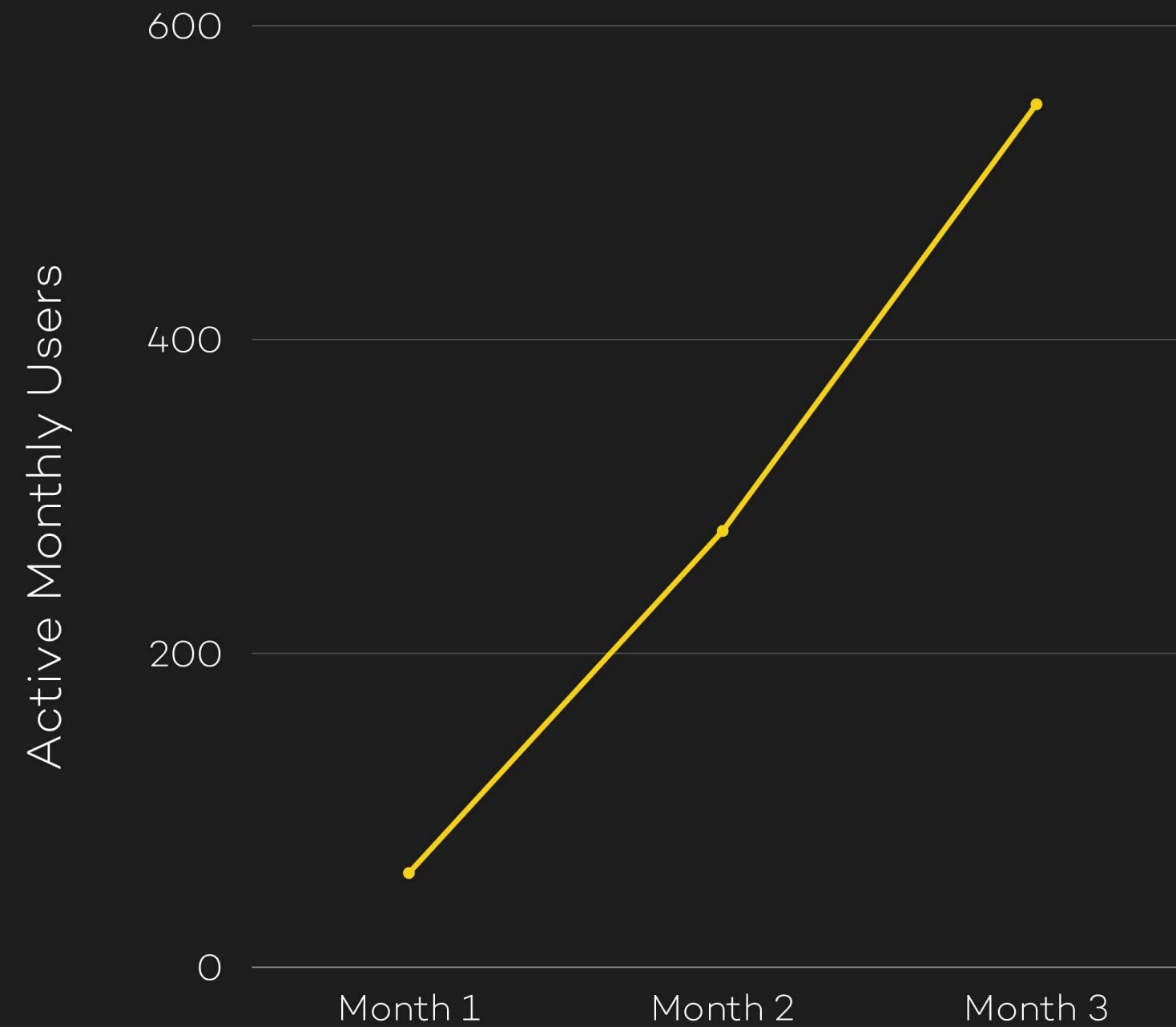
Employee Payroll Data Screenshot: Shows the payroll data for John Smith. It includes sections for INCOME, ALLOWANCES, and OTHER. The INCOME section shows Basic Salary (Fixed Amount) of R150,000.00 and Compassionate Leave (Leave Days Paid Out) of 29000. The ALLOWANCES section shows Travel Allowance (Reimbursed Per Kim Travelled).

Pay Run Screenshot: Shows a table of pay runs with columns for LAST NAME, FIRST NAME, GROSS PAY, EMPLOYEE TAX, NET PAY, and PAYMENT METHOD. The table lists several employees and their respective pay details.

LAST NAME	FIRST NAME	GROSS PAY	EMPLOYEE TAX	NET PAY	PAYMENT METHOD
Dayton	Candice	R18,001.24	R0.00	R18,792.62	EFT
Tomali	Nurhan	R34,823.74	R6,836.16	R27,836.64	EFT
Murkay-Devickson	Shelley Ann	R50,541.03	R12,435.57	R37,996.74	EFT
Mbana	Veliswa Margaret	R3,839.38	R0.00	R3,900.00	EFT
Molza	Buyiswa Flowerdale	R4,848.48	R0.00	R4,800.00	Cash
Meddlrik	Dominic	R3,329.80	R270.20	R6,086.30	EFT
Think	Julietta Anne	R58,984.82	R15,420.50	R43,415.60	EFT

Traction

With our MVP launch in Sep 2020, we have seen rapid sign up growth with confirmed new users into November 2020.





Business Model

We charge* per active employee per month, where an active employee gets at least 1 payslip per month.

This slide is not intended to communicate actual revenue data, rather it is an example of how our revenue model plays out on the basis of cost per employee per month

Revenue Example ▶▶▶

Active Employees

3000

Ave cost per employee / month

\$15

ARR

\$540,000

*We charge add-on fees for local tax submission services



Route to Market

Accountants

with preferred pricing and certified partner status

Partnerships

with services companies (e.g. Blueback Global)

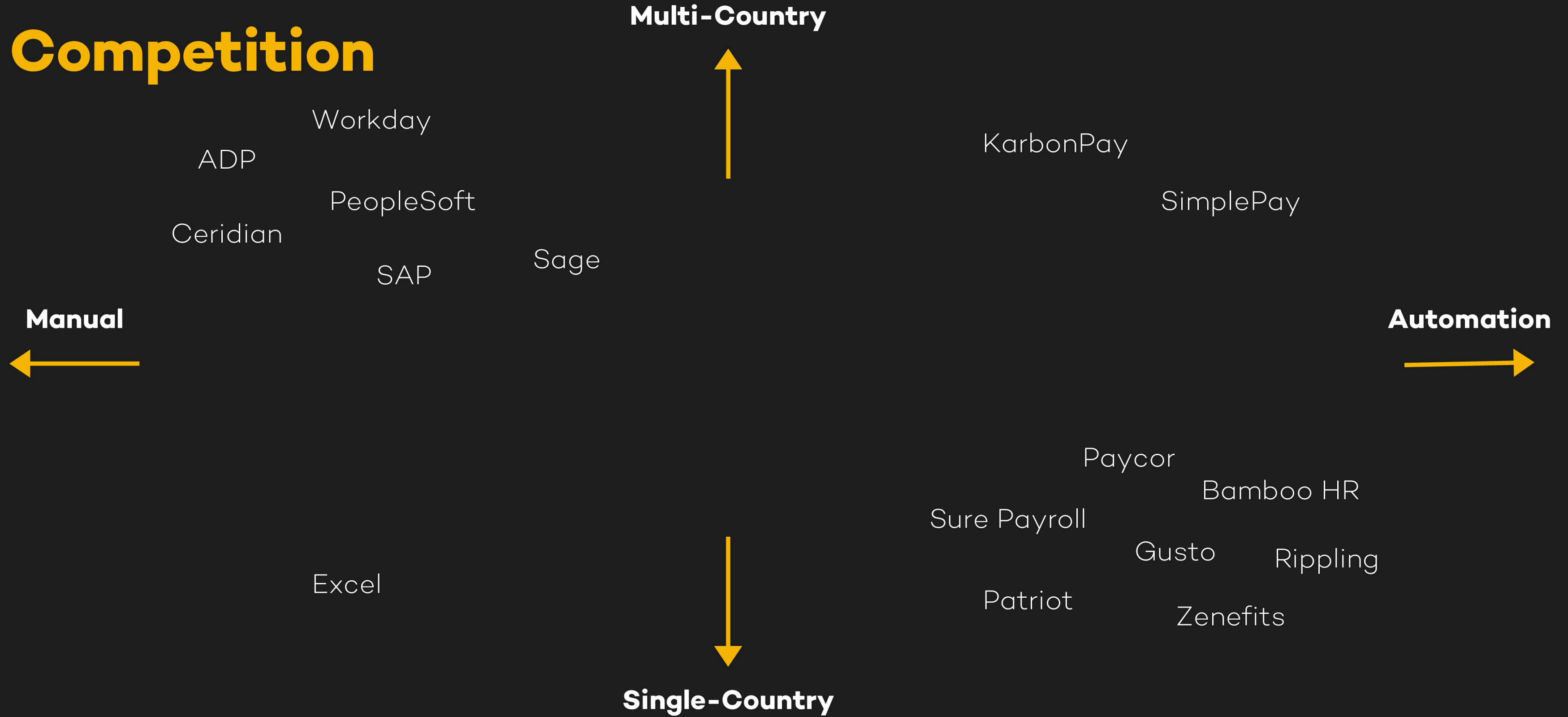
Fingo HR

both founded by Brad, Fingo HR has a network of customers + partners

Integrations

PEO's / EOR's, Xero, QuickBooks

Competition



Ease of Use

KarbonPay is designed so that anyone can run a compliant, complex payroll

Technical Complexity

Building automated payroll calculations is not for the faint-of-heart. This is not a fad business

Reseller Incentive

Partnerships with accountants, PEO's et al will embed us into organizations' operations

Fresh Technology

We're not bogged down by trying to make old legacy technology work

Competitive Advantages

"We're building a brand that reflects the modern-day movement toward cloud-technology along with an unparalleled focus on data security in the payroll industry."

The Team



Brad Price

Founder



Darius Franken

Lead Developer



George Greyling

Software Developer



Kieran Rosenberg

Quality Assurance



Rob Kleifgen

CFO



Gareth Price

Payroll Expert

Funding needs

We're raising \$1,070,000

Traction

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~ 280 active users

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UX / UI

Application security

Legal

Sales & Marketing

Software Development

Salaries

R&D

