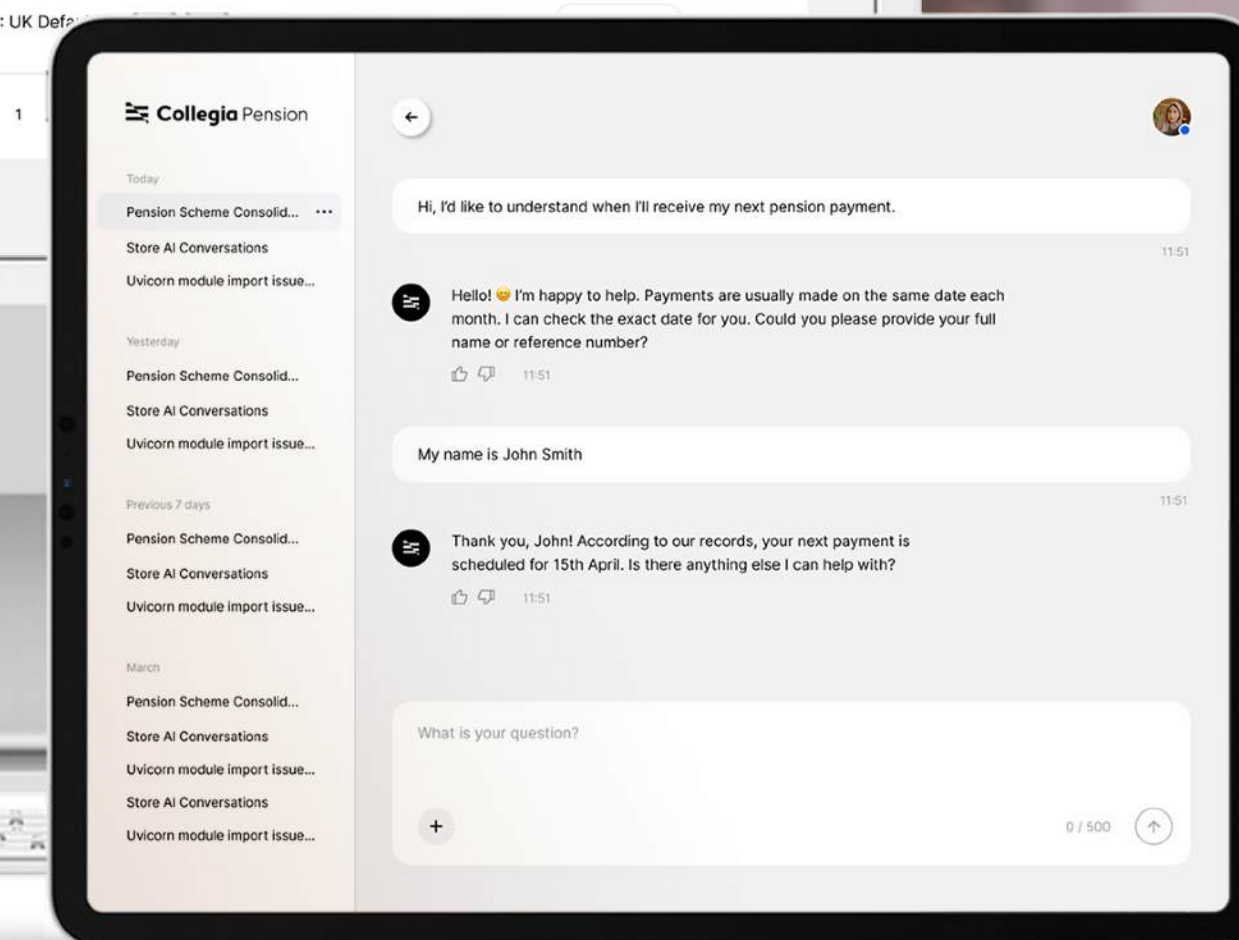
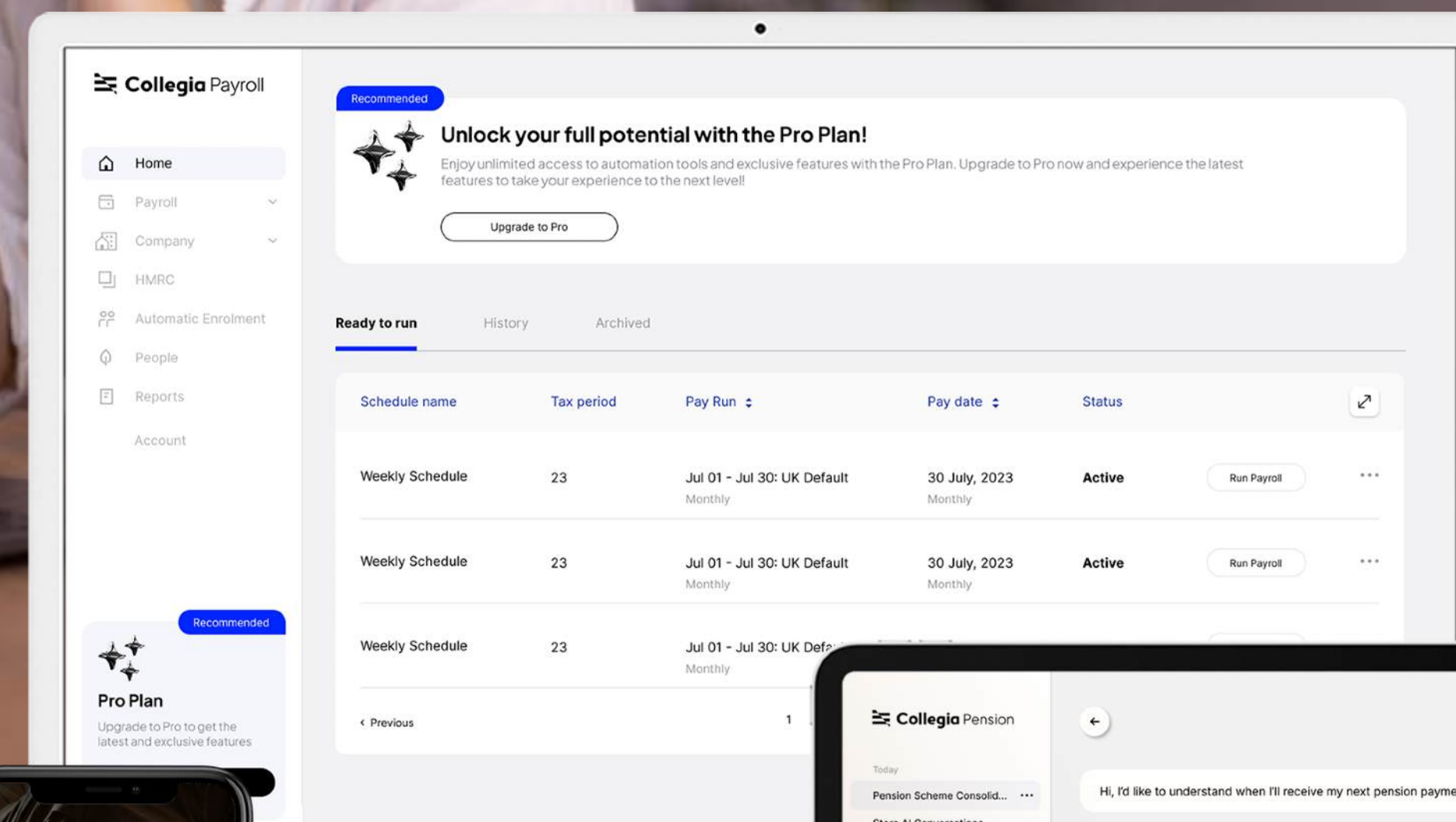




Collegia™

The AI-Native Payroll Platform with
Embedded Pension & Benefits

Collegia is authorised and regulated by the FCA (FRN 922214)



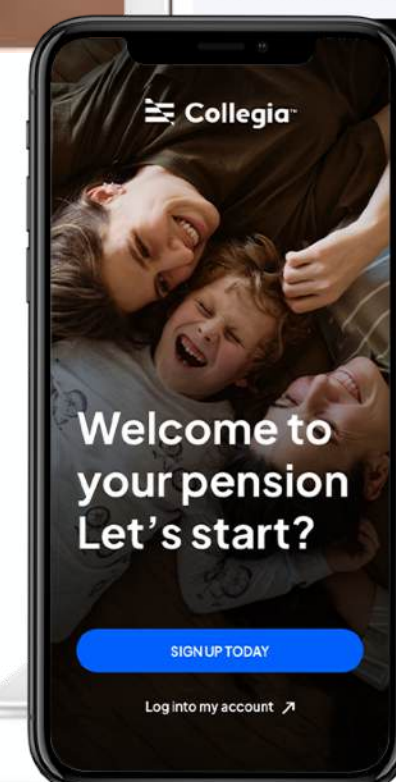
**Financial Sector
Innovation of the Year**

FStech



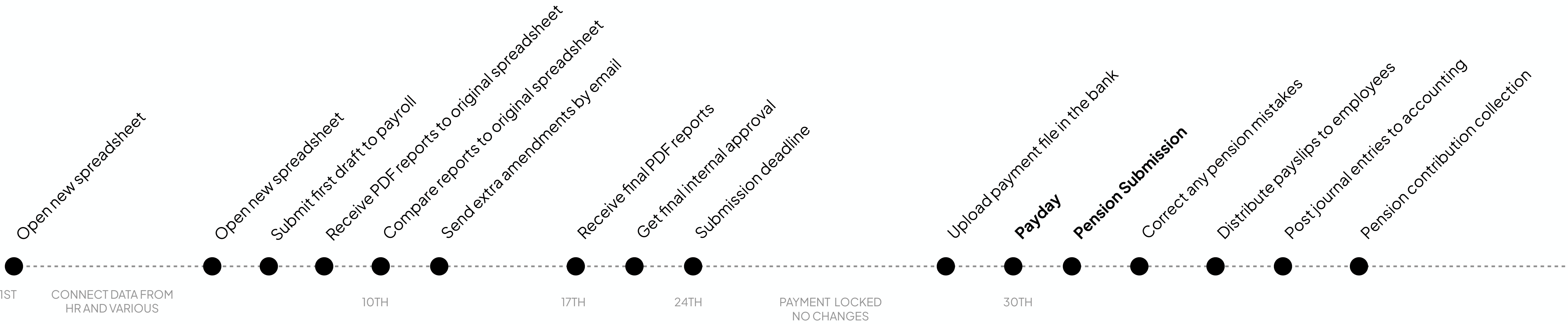
**Most Innovative UK Automatic
Enrolment pension**

Worldwide Finance



WHAT USED TO BE ROUTINE IS NOW A MAJOR OPERATIONAL HEADACHE FOR SMALL EMPLOYERS

What a typical pay run really looks like



From spreadsheets to submissions, payroll is a maze of repetitive admin and disconnected systems.

FOR SMES, PAYROLL ISN'T JUST ADMIN — IT'S A MOUNTING SOURCE OF COSTS AND STRESS

60%

SME directors say dealing with HMRC has resulted in increased personal stress

66%

Labour costs as a share of the average UK SME's Gross Value Added

£20bn+

Annual payroll tax compliance costs for UK SMEs

Sources

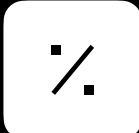
<https://www.ons.gov.uk/economy/economicoutputandproductivity/productivitymeasures/datasets/labourcostsandlabourshare>

<https://www.uktech.news/news/uks-small-business-spends-up-to-17b-each-time-running-a-payroll-20210311>


<https://www.fsb.org.uk/resources/policy-reports/taking-a-toll-MCXVY7MRC5RRARLJZUR5YC37WDGQ>

OUR SOLUTION

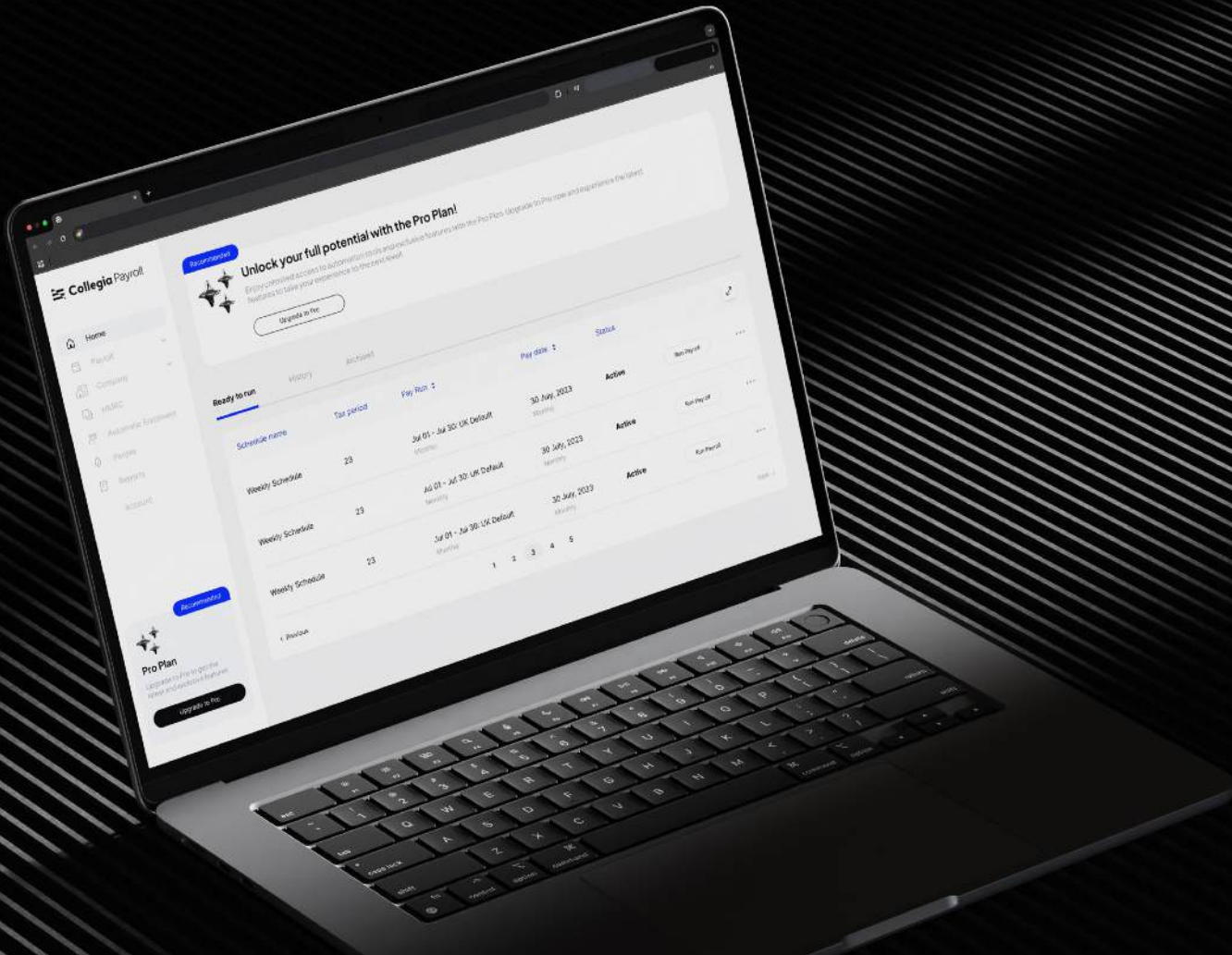
Product

**Automated Tax Calculations**


PAYE, NICs, student loans, and other deductions – calculated and filed automatically

**Built-in Compliance & Reporting**


Real-time Information (RTI) PAYE submissions, statutory leave, holiday pay, and pensions Auto Enrolment – handled seamlessly



Service

**Lisa, Our AI Payroll Agent**

A service layer on top of the product, guiding employers through tasks, deadlines, and compliance requirements, answering questions in real-time and proactively flagging issues before they arise

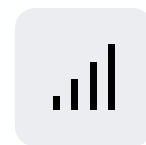


WHY NOW?



Regulatory complexity at all-time high

→ SMEs struggle with digital tax, payrolling of benefits, and shifting legislation



AI unlocks scalable service

Lisa delivers real-time, personalised payroll support — automating what used to require humans



We own the pension

Unlike others, we monetise FreePayroll from day one via embedded benefits



Stalled sector = rare opportunity

Regulatory uncertainty has frozen innovation—Collegia is the only integrated payroll + pension platform for SMEs

We are operating *alone* in a large, underserved market—right as demand, technology, and regulation converge

MARKET SIZE

 Total Addressable Market (TAM)

5.49 million SMEs
17 million employees

All UK small and medium enterprises, including those with 0–249 employees. Represents the full universe of potential payroll and benefits users.

 Serviceable Available Market (SAM)

5.45 million small SMEs
13 million employees

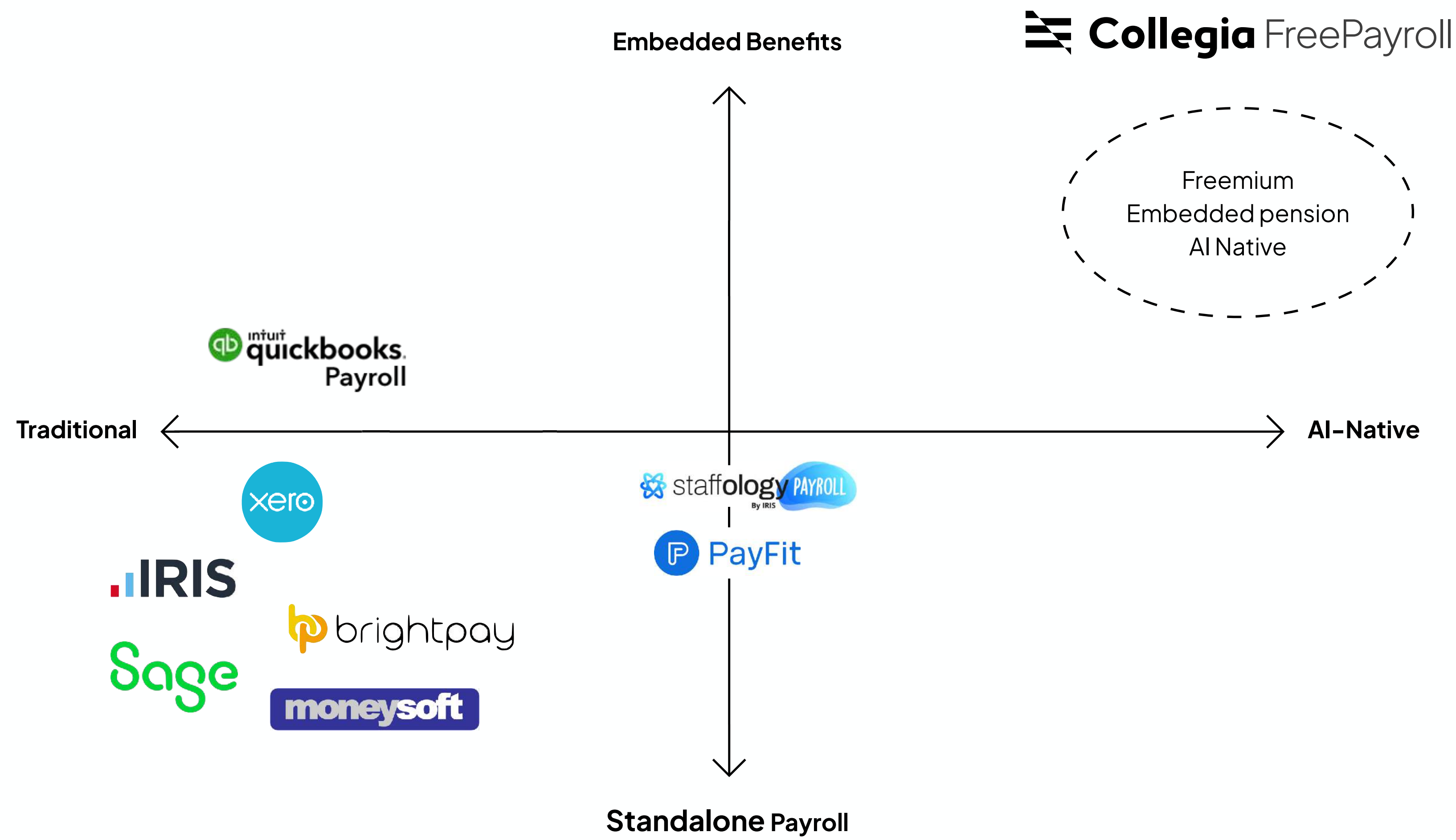
Focuses on director-only to 49–employee companies. This is the segment most underserved by existing solutions—where automation, simplicity, and embedded benefits have the highest impact.

 Serviceable Obtainable Market (SOM)

545,000 SMEs (10% of SAM)
1.3 million employees

Target market share in the UK within 36–48 months through digital-first growth, AI-powered service delivery, and monetisation via embedded-benefits, premium features and payout accounts.

REDEFINING PAYROLL FOR UK SMES



VALIDATION: NUMBERS THAT SPEAK FOR THEMSELVES

We already breakeven

5,000+

EMPLOYERS USING OUR SERVICES

30,000+

EMPLOYEES BEING PAID THROUGH US

20%

FreePayroll AVERAGE MONTHLY GROWTH

97%

RETENTION

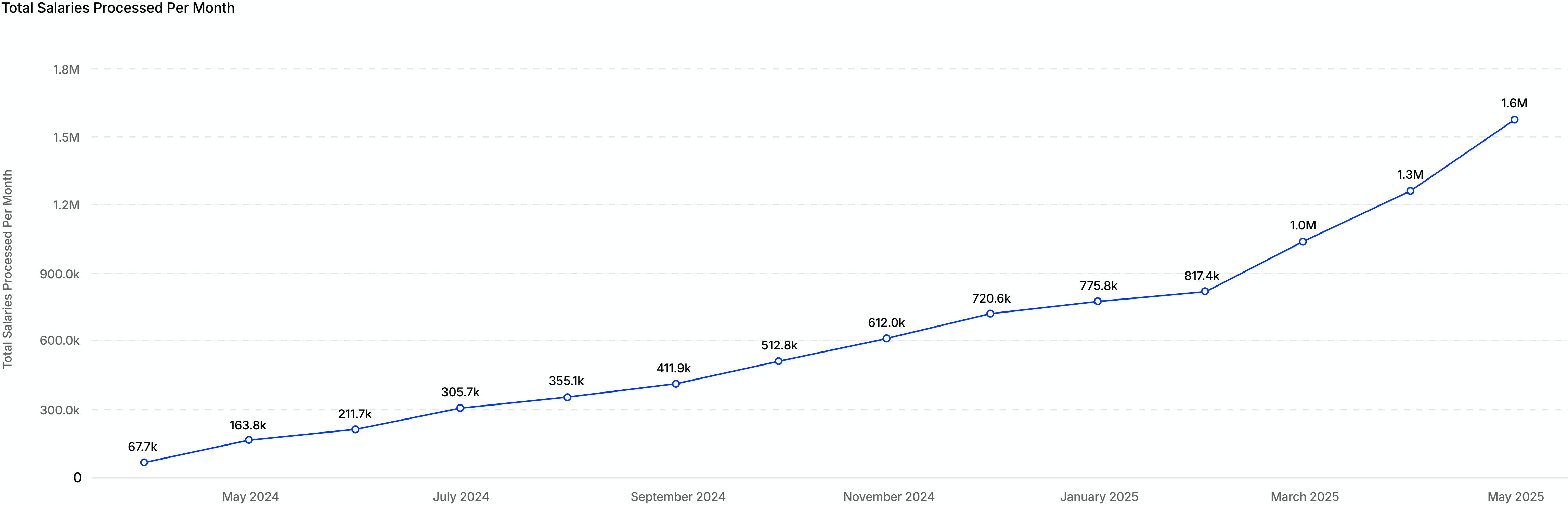
£500k+

CURRENT ARR

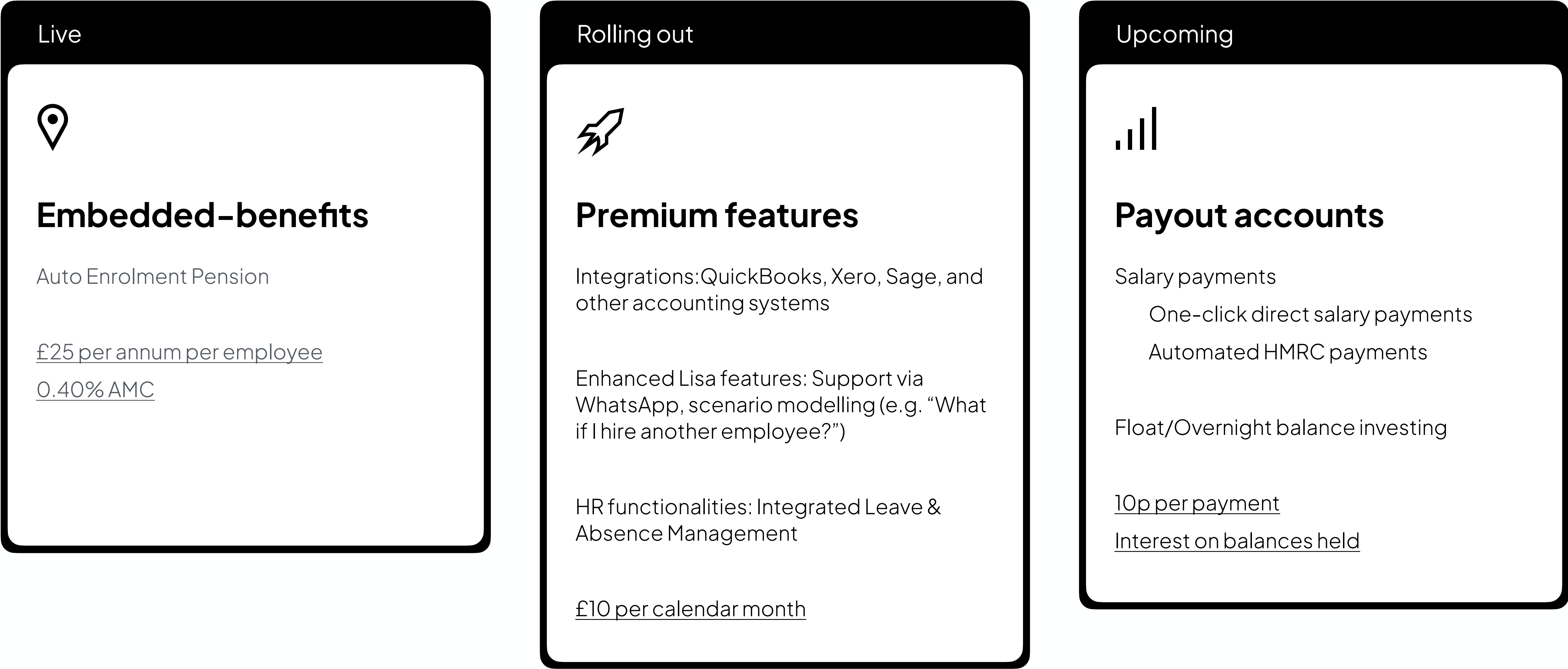
£700k+

EXPECTED 2025 ARR

HYPER-GROWTH: 20% MONTH-ON-MONTH



OUR BUSINESS MODEL



2030 – REVENUE POTENTIAL

Based on SOM



Embedded-benefits

£70m

- avg salaries
- 12% opt out rates
- 0% opt-in for directors



Premium features

£50m

- 25% paid subscription penetration
- 5% premium features penetration



Payout accounts

£50m

- monthly payrolls
- 30 days pre-payment avg
- 2p.p. float spread

OUR RAISE: £500K TO UNLOCK SCALABLE GROWTH



This raise sets the foundation for a future round in 2026/27 to scale to 200k SME clients

Investors in this round will have preferred access to the future raise

LEADERSHIP TEAM



CEO

EDUARDO CHAZAN

Former trader (Crédit Agricole, BTG Pactual) and startup CFO. Led a top-5 app in Brazil.

📖 BA Economics (Hons), USP |
🎓 MBA, Oxford



COO

RICCARDO GASPARINI

Global ops lead at P&G, McCain, Henkel. Scaled top-tier Italian startup.

📖 MSc Engineering (Cum Laude), Parma |
🎓 MBA, Oxford



CTO

GIANLUCCA DI TODARO

Ex-trader turned self-taught full-stack developer. Built and scaled FreePayroll.

📖 BA Economics (Hons), Insper |



The Future of Payroll Starts Here.

Thank you

Let's build it together.

