



ZASTA

TAX RETURNS MADE SIMPLE

12,5 MIO.*

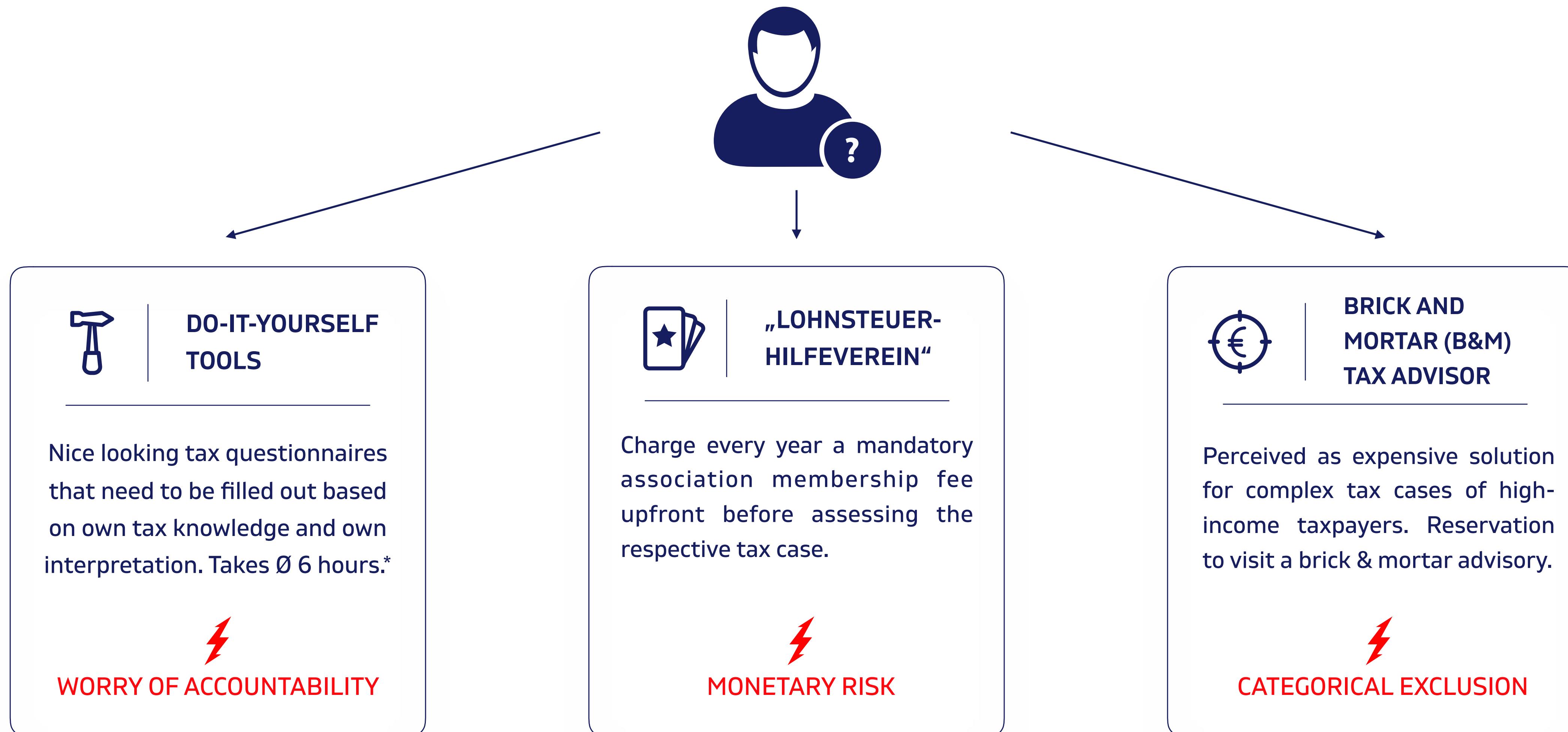
GERMAN TAXPAYERS DO NOT CLAIM THEIR
RIGHT FOR TAX REFUND. EVERY YEAR.

YET

90 %*

OF FILED TAX RETURNS RECEIVE A
REFUND. ON AVERAGE 980 €.

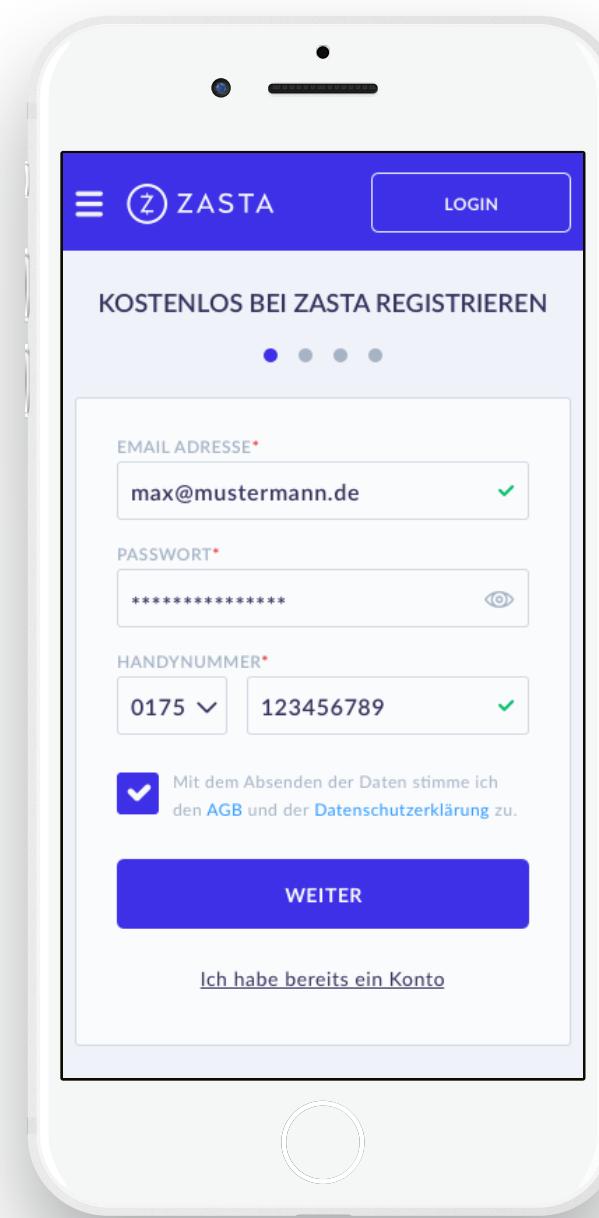
CURRENT TAX SOLUTIONS DO NOT CATER TO THIS USER SEGMENT



SO WE BUILT THE FIRST TAX PLATFORM TO ACCESS THIS SEGMENT



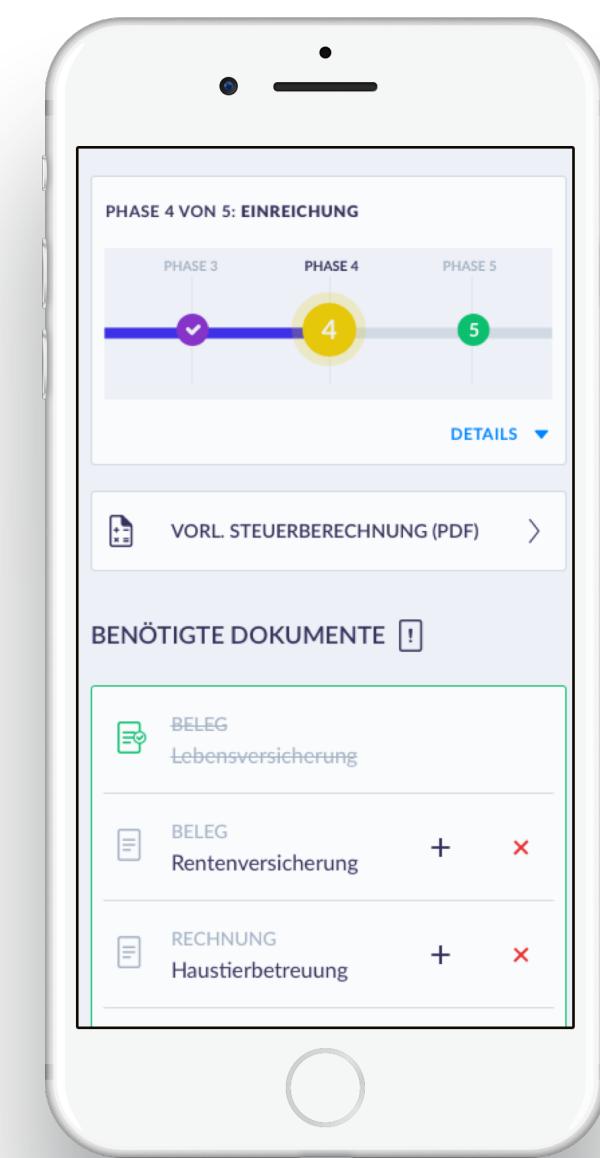
1



2



3



**3 min signup process.
No tax info required.**

Users digitally sign a power of attorney and enable a partnering tax advisor to access tax-relevant data from the tax authorities „Finanzamt“.

Free refund calculation and service offer after 3 days.

Based on this data, partnering tax advisors are able to automatically provide a preliminary refund calculation and a service offer, for free. Users have no risk as every offer can be declined.

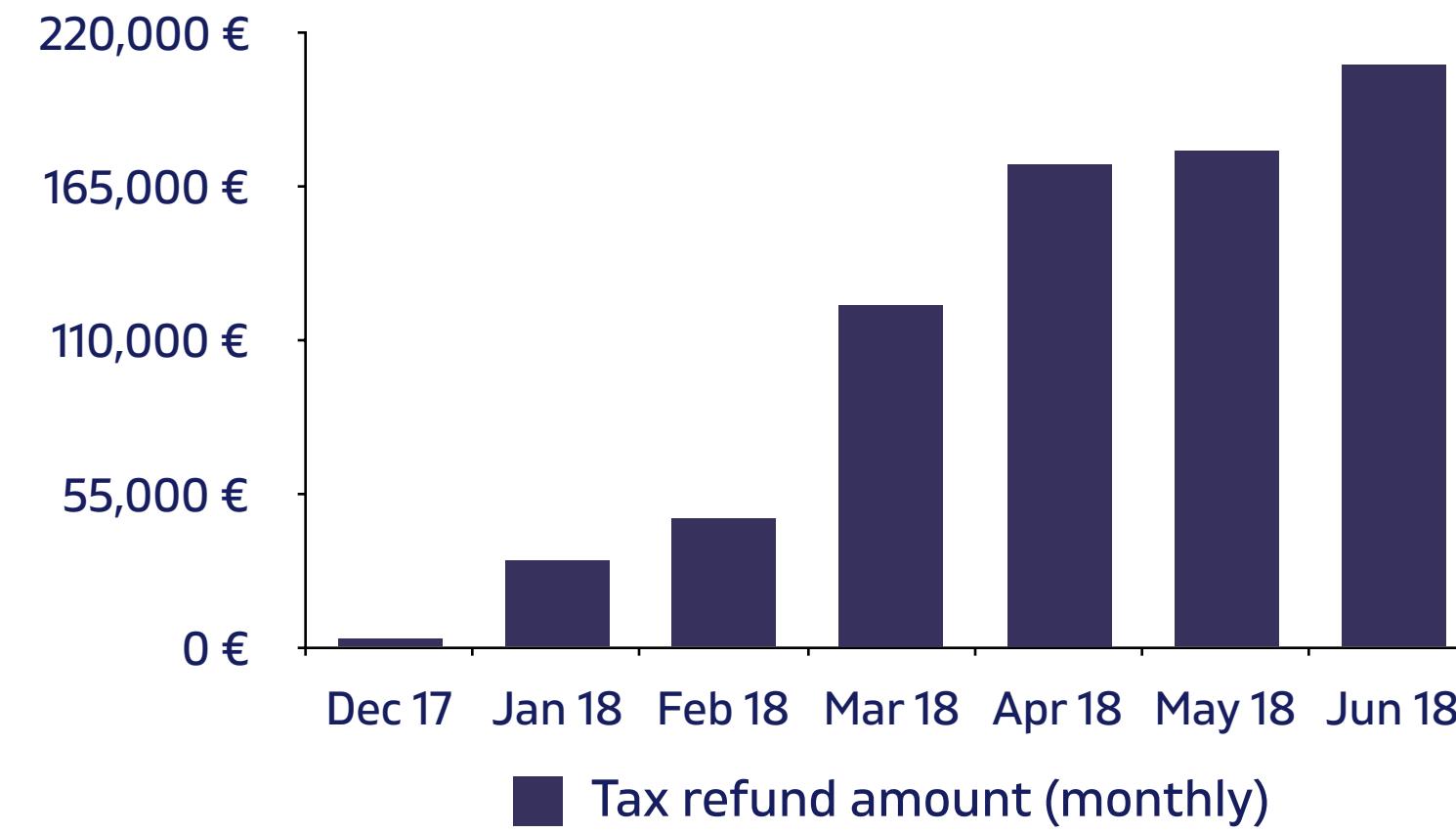
Option to optimise or to directly submit. Done.

Upon offer acceptance users can choose to either claim additional expenses or to directly submit the preliminary refund calculation. For both options the service fee stays the same.

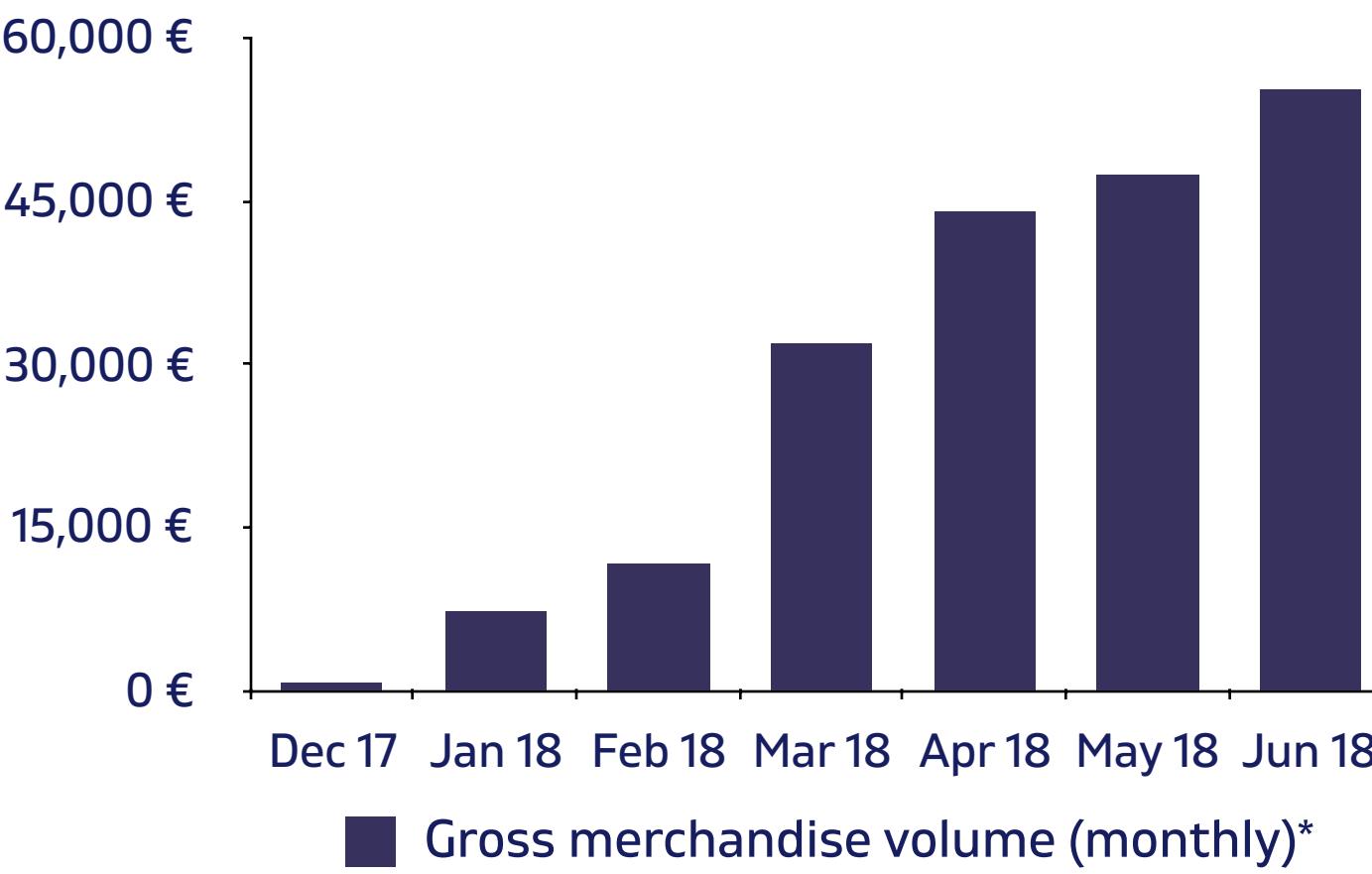
OUR PLATFORM CREATES VALUE FOR ALL PARTIES



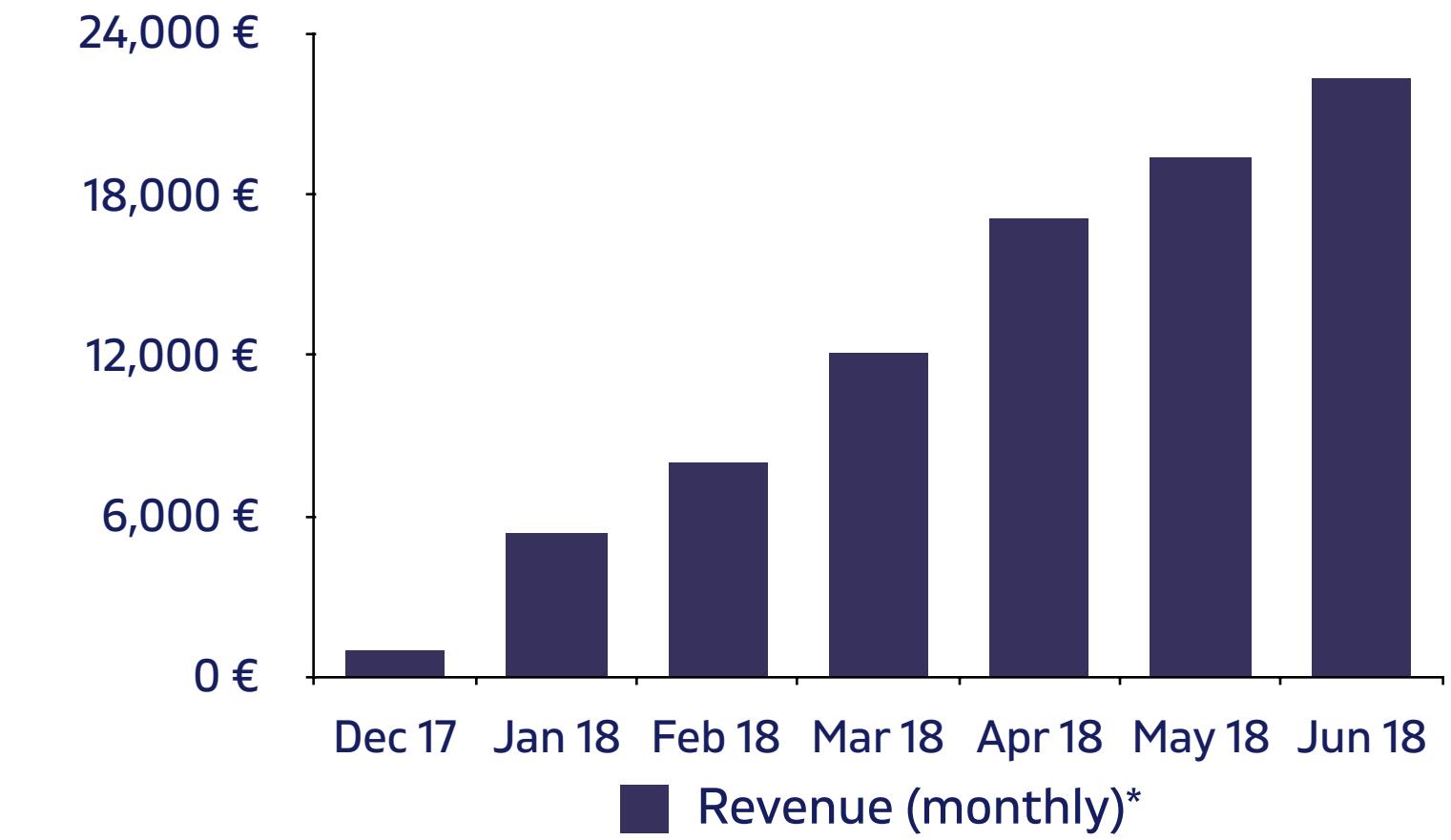
USER



TAX ADVISOR



ZASTA



WITHIN THE LAST 7 MONTHS WE GENERATED

773.902 €

TAX REFUND
FOR USERS

199.001 €

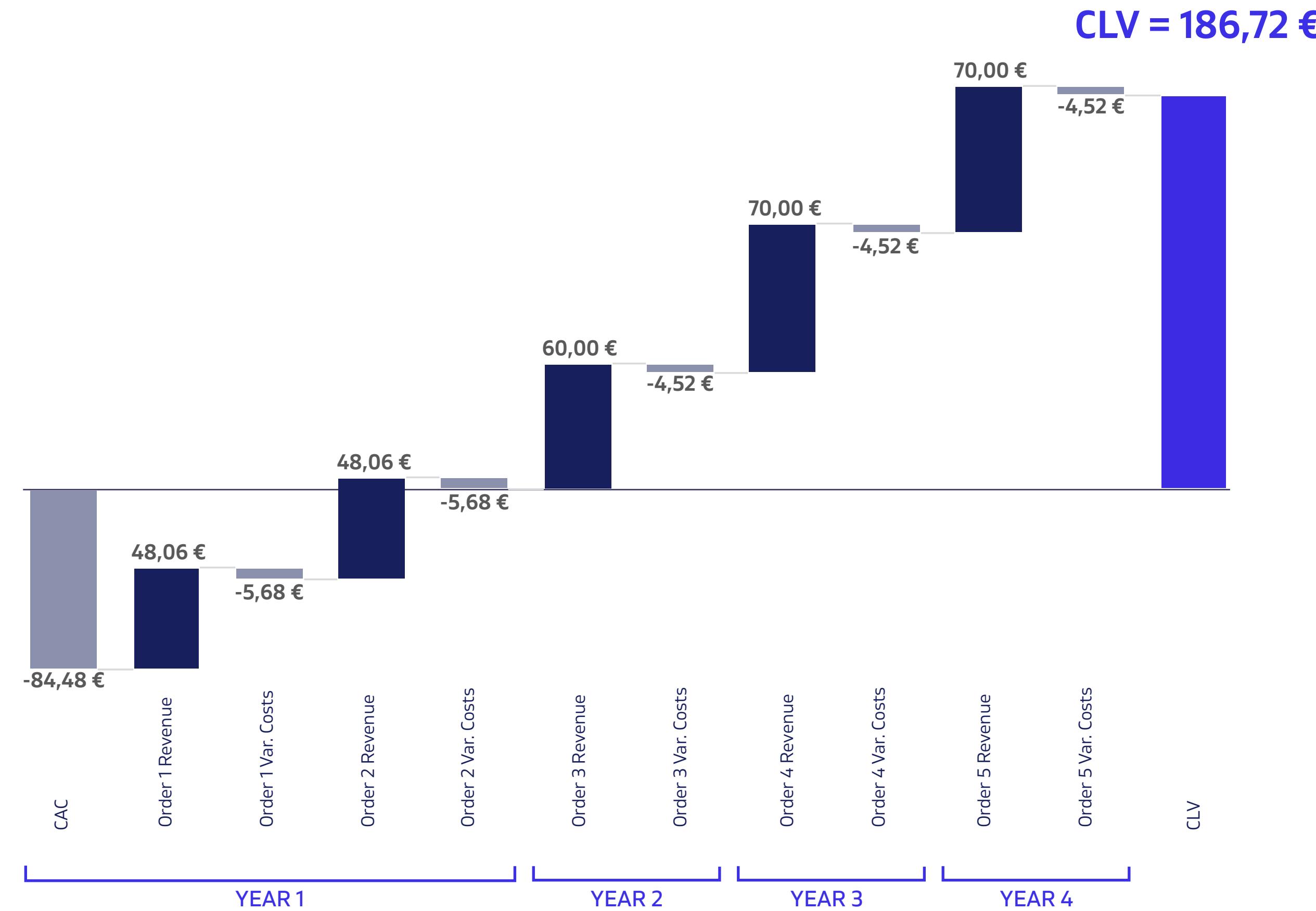
GMV*
FOR TAX ADVISORS

85.270 €

REVENUE*
FOR ZASTA

*CURRENT DEFAULT RATE NOT INCLUDED

POSITIVE UNIT ECONOMICS WITHIN FIRST YEAR



Note

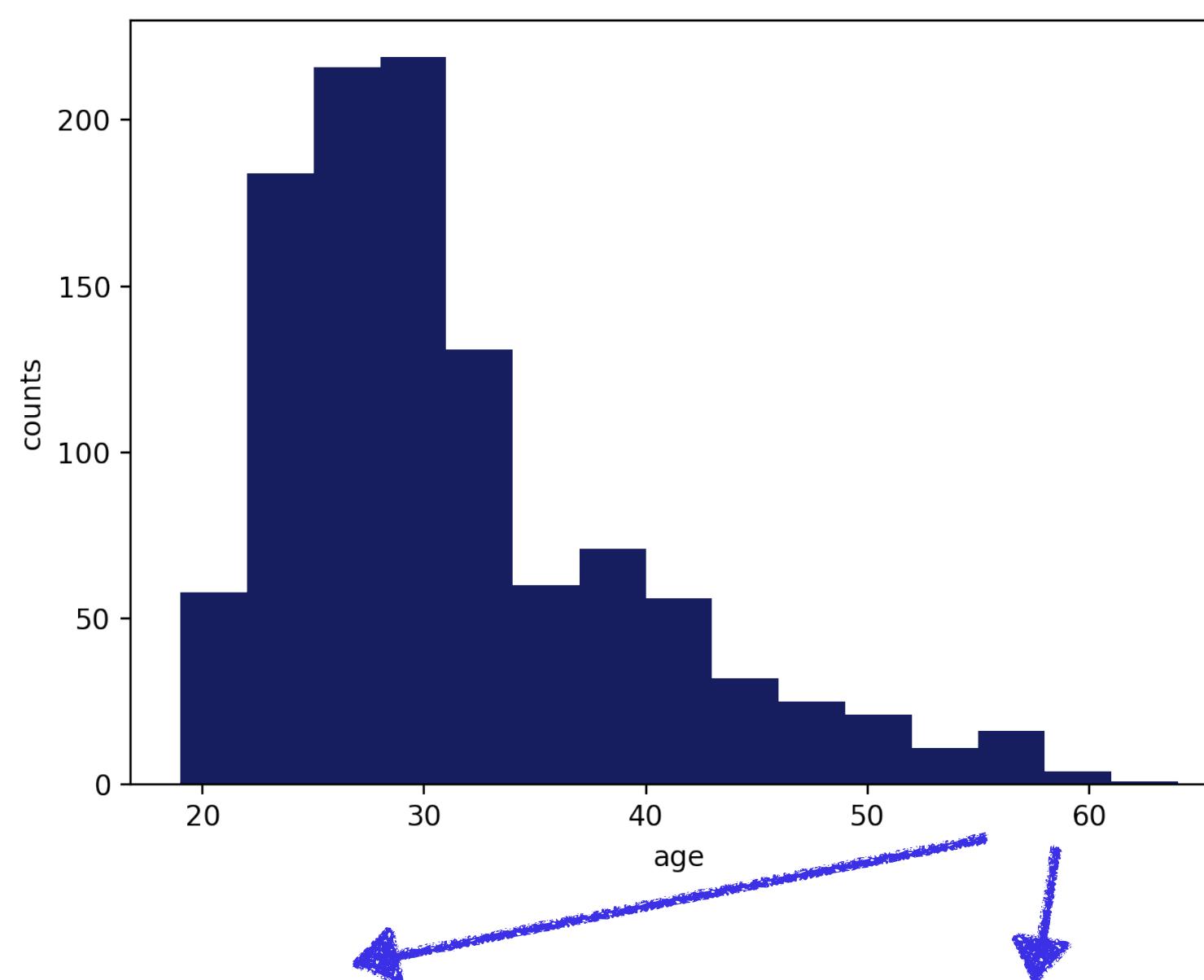
- Order = Tax return
- Customers file ø 2 tax returns at first transaction (actuals)
- We assume a 4 year customer lifetime *

DEFAULT RATE NOT INCLUDED | * 11,57 YEARS AT B&M TAX ADVISORY (WEIß, 2013)

DEMOGRAPHICS AND INTERESTING OUTLIERS OF >4.000 ZASTA SIGN UPS



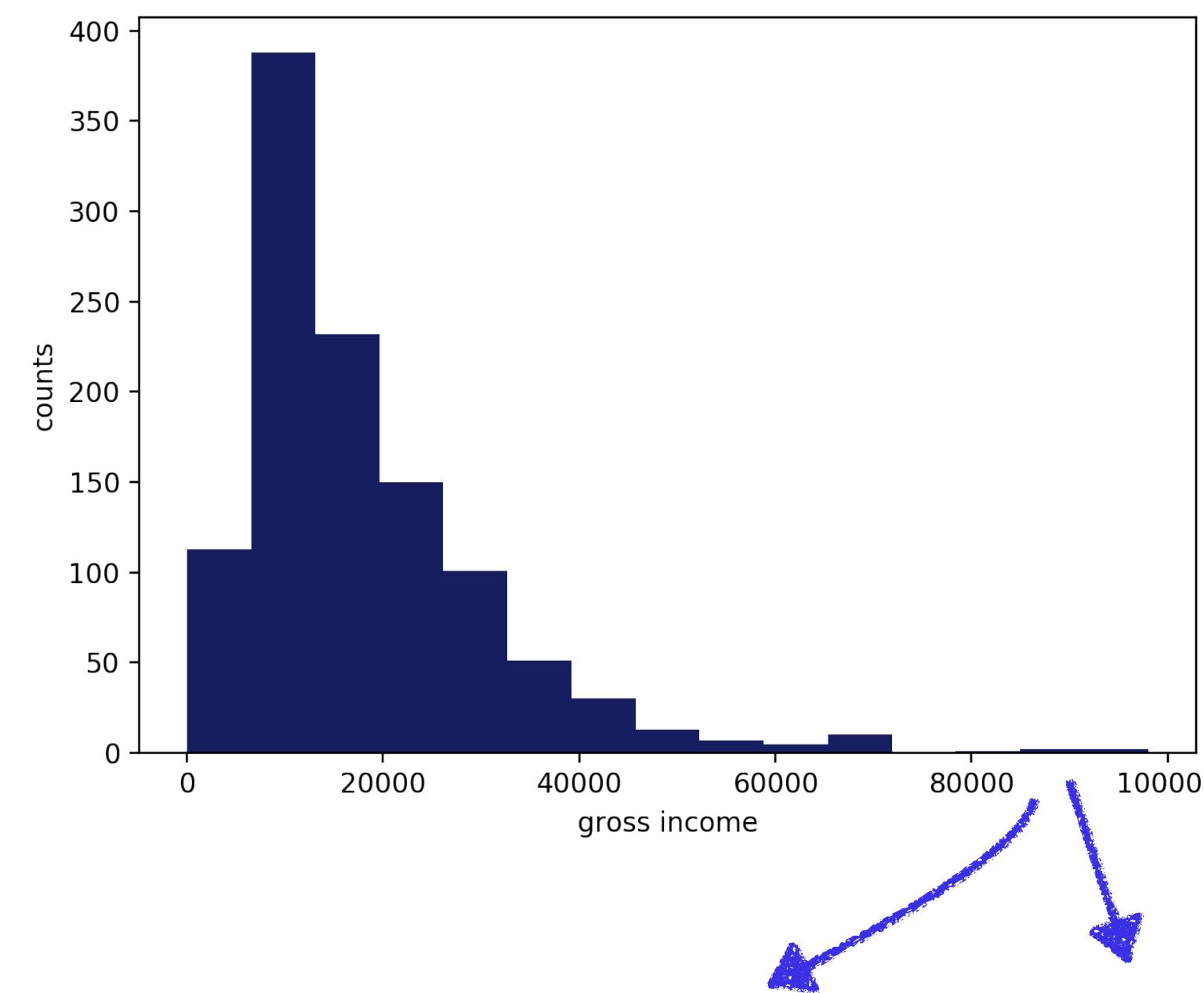
AGE
ø 33 years



56 yrs. old female taxi driver from Gießen with an income of 16K €. Received a total tax refund of 423 €.

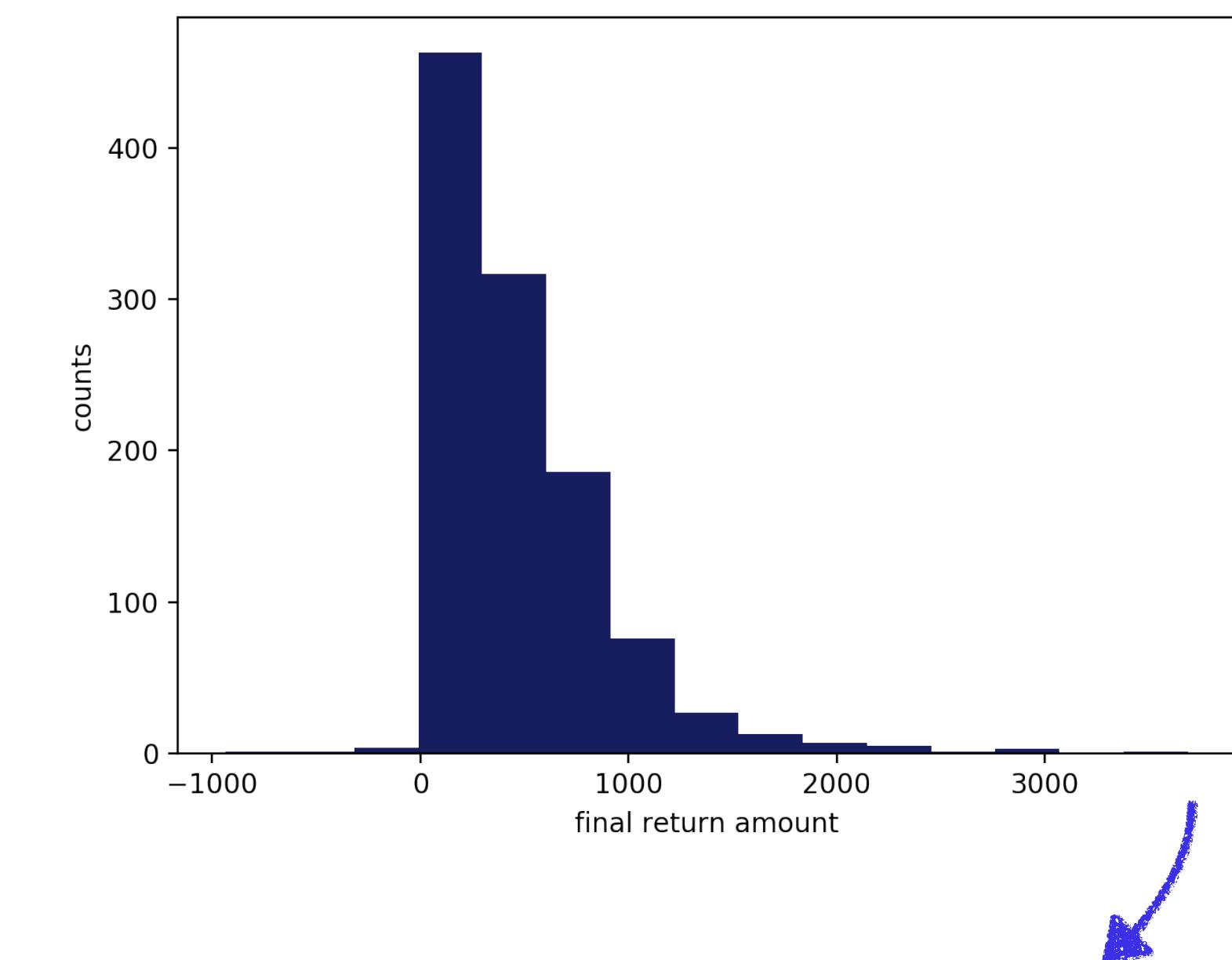
58 yrs. old office worker at tax authorities in Halle with an income of 53K €. Ordered four tax returns via Zasta.

GROSS INCOME
ø 18.935



IT Director with an income of 80K €. Ordered four tax returns via Zasta and received a total tax refund of 8.273 €.

TAX REFUND
ø 476 €



Investment banker from Frankfurt with 85K € income. Switched from B&M tax advisor to Zasta because of „unmatchable convenience“.

30 yrs. old restaurant worker from Berlin with an income of 12K €. Ordered four tax returns via Zasta and received a total tax refund of 5.420 €.

USERS TURN FROM NON-FILING TO (PROUDLY) FILING TAXPAYERS



Luisa [REDACTED]
Also habe die 4 Jahre rückwirkend jetzt bei ihnen gemacht und finde die Summe der Abgaben mehr als fair - sie Holen da mehr raus als ich je überhaupt alleine hin bekommen hätte und da ist mir das geld wert ;) ich freu mich jetzt schön auf meine Rückzahlung ;)

1 Wo. Gefällt mir Antworten

Bob [REDACTED]
Kann ich empfehlen mühelos und wenig Aufwand. Sehr nette Leute nd und mir egal ob ich 20-40€ abgeben muss allein bekomme ich es nicht hin und irgendwo anders hin gehen fehlt die Zeit.

2 Std. Gefällt mir Antworten Nachricht

Eddy [REDACTED]
Kann es auch nur weiterempfehlen zuerst war ich etwas skeptisch dies bezüglich aber habe nun letzte Woche mein Steuergeld erhalten alles super 😊

1 Std. Gefällt mir Antworten Nachricht

Benjamin [REDACTED]
Keine Abzocke hab für 2 Jahre 4 Stellige Summe bekommen, davon musste ich nur 228euro 2017 und 2016 188 Euro am Berater abdrücken, dafür hatte ich die Kohle relativ schnell 4 Wochen auf MEIN Konto

1 Tag Gefällt mir Antworten Nachricht

Nick [REDACTED]
Ist da jemand der hat schon Geld gekriegt??????

6 Tage Gefällt mir Antworten 1 Like

Adrian [REDACTED]
Ja 350€ bekomme ich zurück. Ohne jeglichen Aufwand. Gerade wenn man kaum Zeit hat. war auch erst skeptisch aber es hat tatsächlich funktioniert. Grüße

1 Std. Gefällt mir Antworten Nachricht

Martin [REDACTED]
In allen Punkten kann ich Zasta nur empfehlen. Hab heute mein Steuerbescheid bekommen. Alles was gesagt und geschrieben wurde zu 100 % eingehalten.

1 Wo. Gefällt mir Antworten Nachricht

Israfil [REDACTED]
2750 bekomme und zahle 600 an Steuerberater

9 Std. Gefällt mir Antworten Nachricht

Rocco [REDACTED]
Habe es auch gemacht, es lohnt sich.

2 Std. Gefällt mir Antworten Nachricht

Eric [REDACTED] Zasta läuft gut 😎

Like · Reply · Message · 9h

Maike [REDACTED]
Das geht super einfach schnell und unkompliziert habe meine Erklärung für 2017 gemacht und 225 Euro zurück bekommen

1 Std. Gefällt mir Antworten Nachricht

AND SO ON...

UNIQUE POSITION IN THE TAX MARKET



	DO-IT-YOURSELF SOFTWARE		LOHNSTEUER- HILFEVEREIN / B&M TAX ADVISOR		ZASTA	
	e.g. Wundertax, Taxfix, WISO Steuer		e.g. Lohnsteuerhilfeverein, tax advisor		The first tax platform in Germany	
NO TAX KNOWLEDGE REQUIRED		✗		✓		✓
FULLY DIGITAL PROCESS		✓		✗		✓
ACCOUNTABLE TAX EXPERTS		✗		✓		✓
TIME EFFICIENT		✗		✗		✓
RISK-FREE UPFRONT PRICING		✓		✗		✓

LEGISLATION PUSH: FEDERAL MINISTRY OF FINANCE (BMF) LAID THE LEGAL GROUNDWORK FOR A DIGITAL TAX PROCESS

2008

INTRODUCTION OF TAX ID
A FIXED UNIQUE IDENTIFIER FOR EVERY
TAXPAYER IN GERMANY

2011

KONSENS
FEDERAL AGREEMENT TO DIGITISE TAX
AUTHORITIES. BUDGET: 75 MIO. € / YEAR

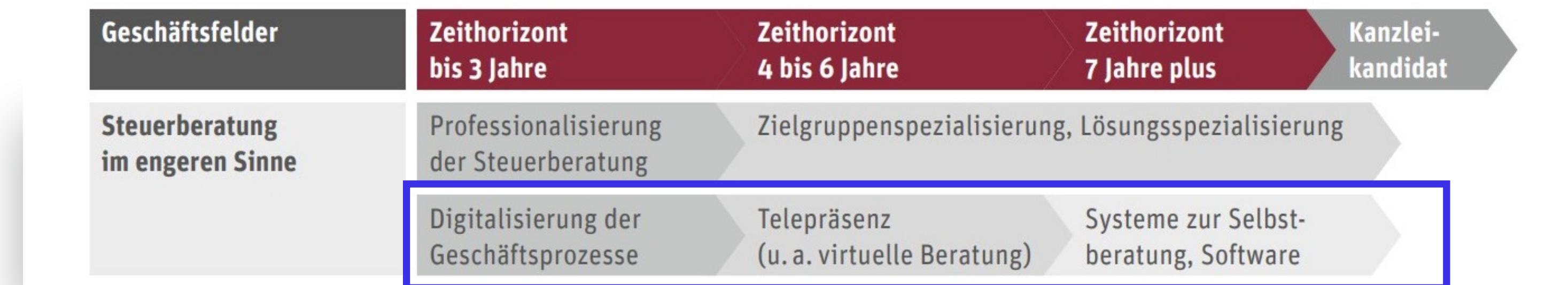
2014

INTRODUCTION OF VaSt
ENABLES DIGITAL ACCESS TO TAX-
RELEVANT DATA COLLECTED BY THE BMF

2016

§ 4 ABS. 3 StBVV
NEW LAW THAT GRANTS TAX ADVISORS
MORE PRICING FLEXIBILITY

MARKET PULL: GERMAN FEDERAL CHAMBER OF TAX ADVISORS DEFINES KEY REQUIREMENTS FOR A SUSTAINABLE TAX ADVISORY SERVICE



EXTRACT*



*EXTRACT: BStBK (2015) - BStBK VERÖFFENTLICHT EMPFEHLUNG FÜR EINE ZUKUNFTSFÄHIGE KANZLEI

A LARGE MARKET THAT PROVIDES AN UNTAPPED OPPORTUNITY



29,5 MIO. do file a tax return:
56% of those file with tax advisor
44% of those file on their own

ø 980 € tax refund per year

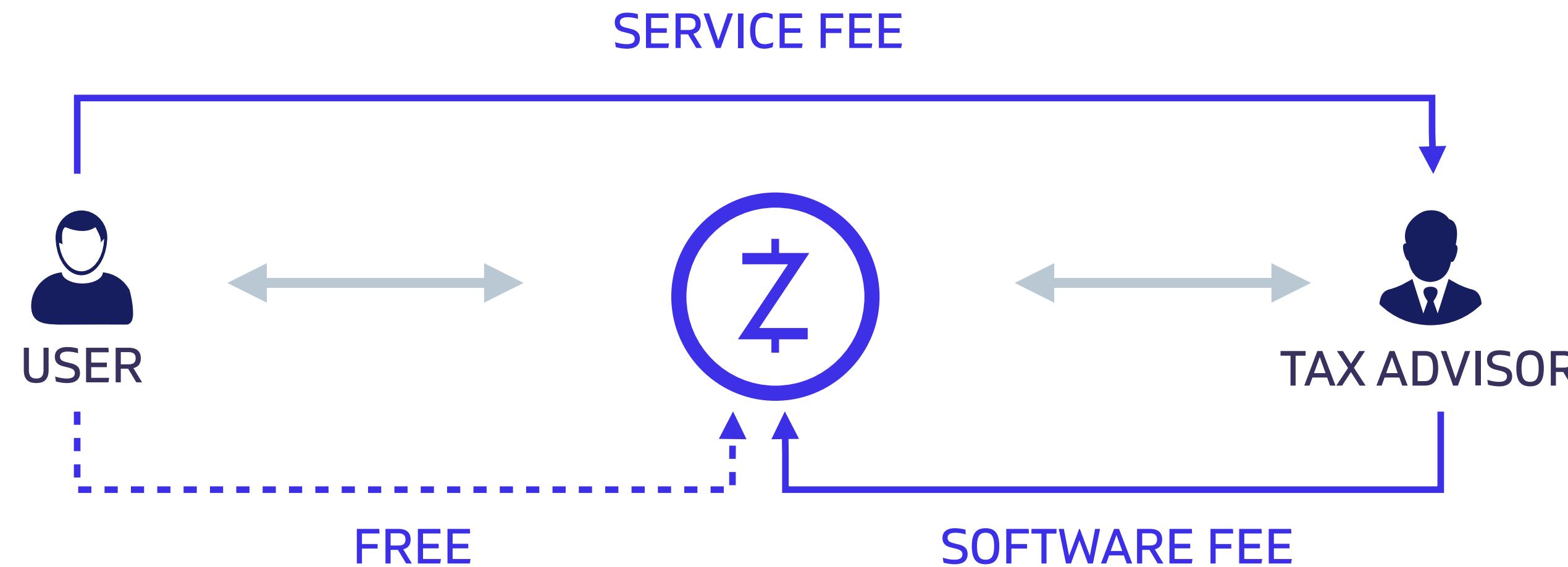
Taxpayers that didn't file in the past can claim a refund up to four years retroactively. Zasta users order

ø 2 tax returns upon registration

So far this estimated total refund volume of non-filing taxpayers is withheld. Zasta users receive

ø 476 € tax refund per tax year

OPPORTUNITY COMMERCIALISATION WITH SAAS-ENABLED MARKETPLACE



12,5 MIO.
NON-FILING TAXPAYERS

$$12,5 \text{ MIO.} \times 70 \text{ €} = 875 \text{ MIO. €}$$

SOFTWARE FEE
to process users acquired
through marketplace

ZASTA REVENUE
POTENTIAL PER YEAR

16,5 MIO.
ADVISED TAXPAYERS

$$16,5 \text{ MIO.} \times 25 \text{ €} = 412,5 \text{ MIO. €}$$

SOFTWARE FEE
to process existing client pool
of own tax advisory

ZASTA REVENUE
POTENTIAL PER YEAR

1,29
Billion €

TOTAL ZASTA REVENUE
POTENTIAL PER YEAR

2,9 MIO. € SERIES A TO FINANCE ACCELERATED GROWTH



USE OF CAPITAL

Scale our user base to increase platform value

- Invest in online/ offline marketing channels
- Acquire additional partnering tax advisors

Accelerate product development

- Enhance scalability of platform
- Increase automation with machine learning

Grow our team with complementary top talent

- Hire experts in marketing, sales, BI, HR etc.
- Build an sustainable organisation

FUNDING

Size of round:

2,9 Mio. €

Runway:

18 months

Timing:

Closing Q4/ 2018

Acquiring

30.217 users

37x seed phase

Generating

2,49 Mio. € revenue

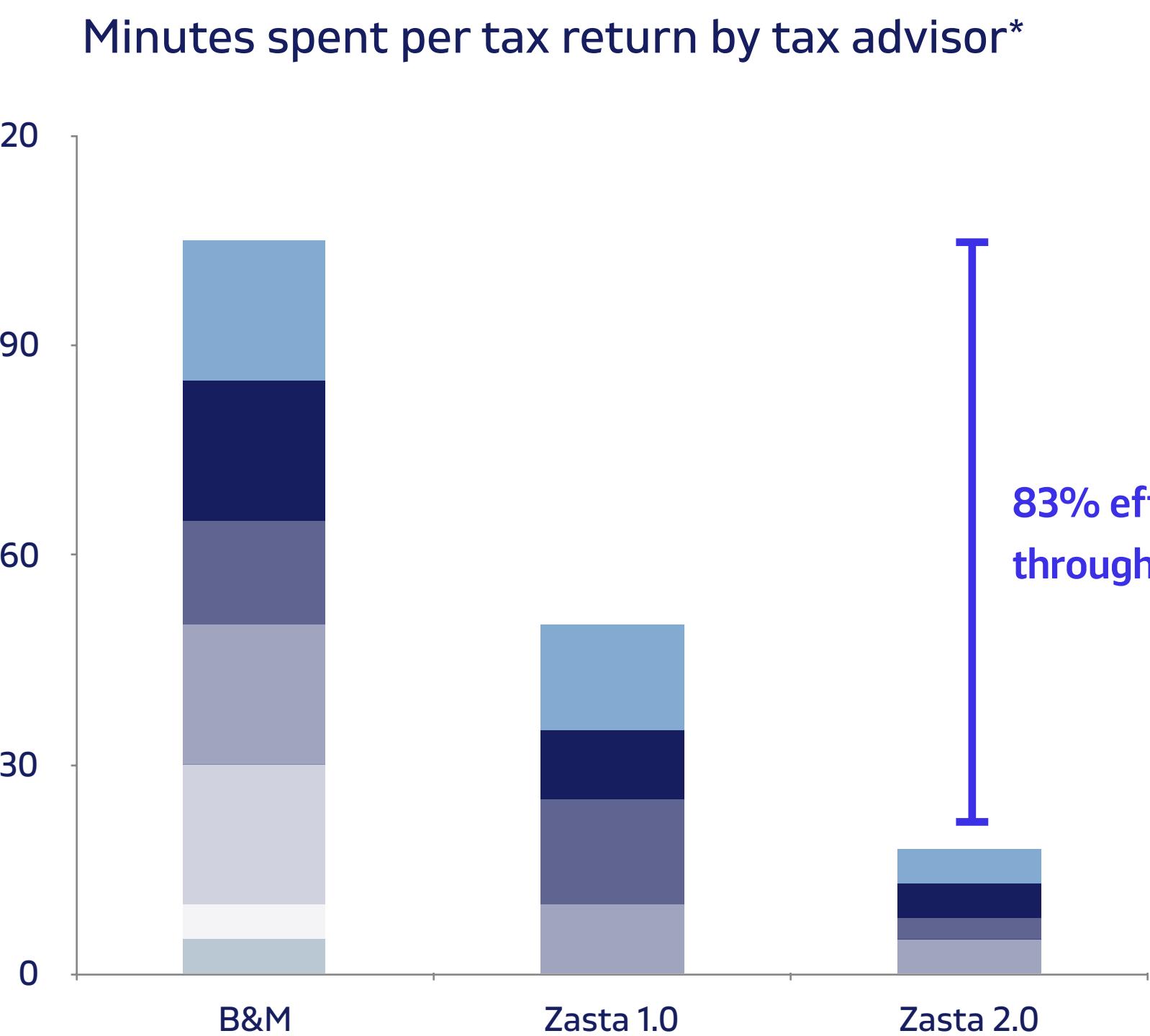
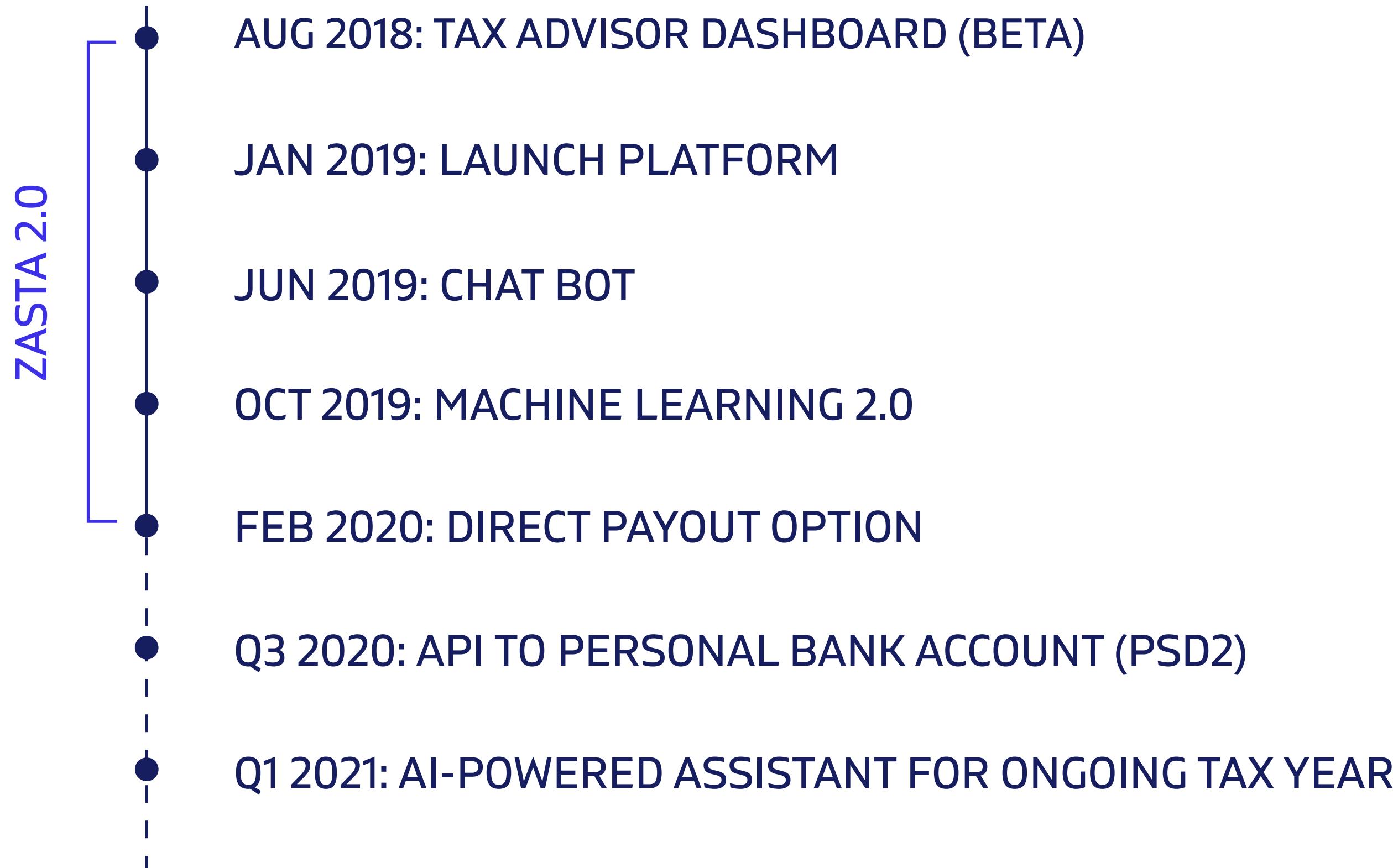
29x seed phase

Onboarding

23 partnering tax advisors

23x seed phase

OUR TECHNOLOGY ROADMAP ENSURES TAX ADVISORS RETENTION

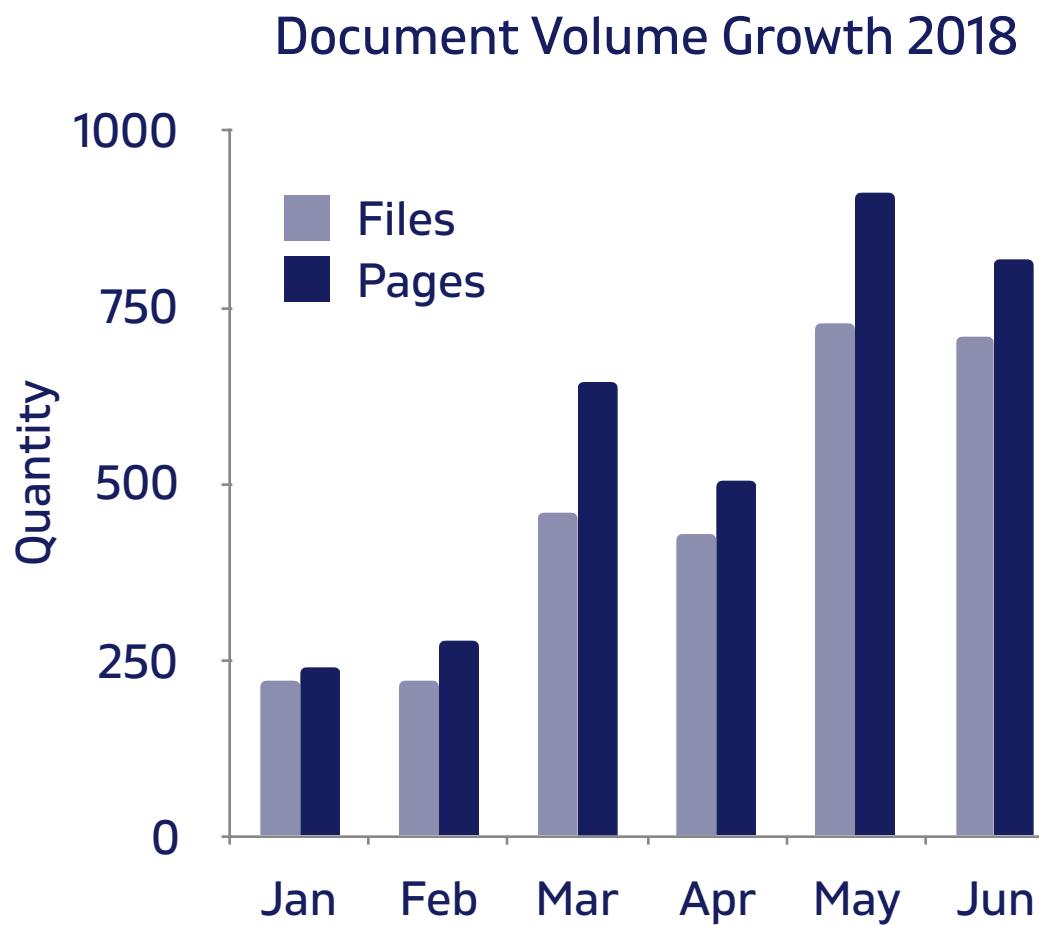


*ESTIMATED TOGETHER WITH PARTNERING TAX ADVISOR

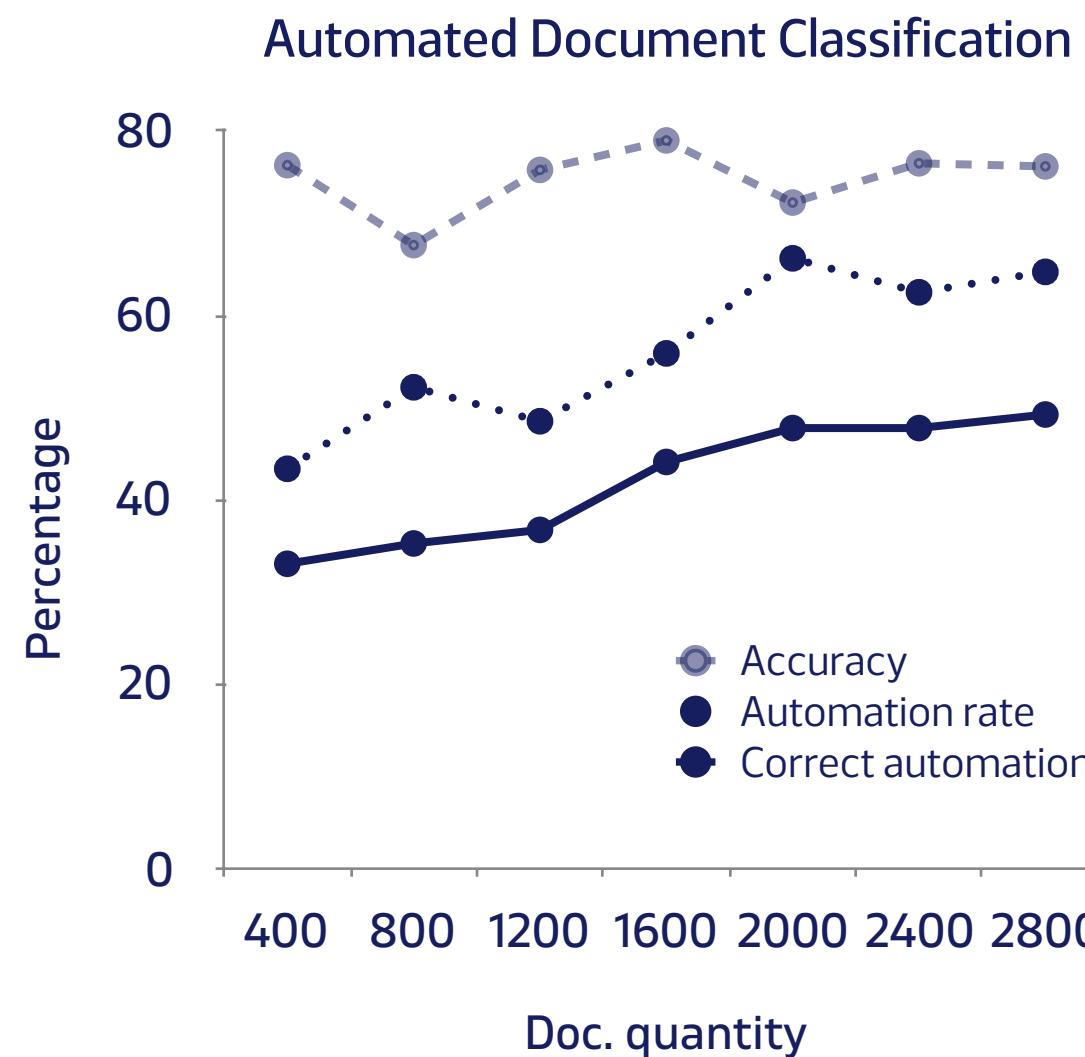
MACHINE LEARNING ENABLES AUTOMATION POTENTIAL



TODAY (ZASTA 1.0)



Zasta users directly upload their tax-relevant documents to the platform to share those with the tax advisor and to store them in their digital tax folder. This is a key differentiator to conventional DIY tax software as those refer to the „Vorhaltepflcht“ and thus don't collect any documents.



Today, 49% of documents can be automatically classified by our machine learning algorithm based on the training data agglomerated in first 6 months of operation. The degree of correct automation increases as the number of processed documents grows.

TOMORROW (ZASTA 2.0)

Tax Advisor Dashboard: Automated data extraction and document classification

The dashboard displays a document titled 'DOKUMENT 123' for 'Max Mustermann' from 'engelbert strauss GmbH & Co. KG'. The document is dated 05.02.2014 and shows a table of items with columns for Article, Größe, Artikel, Menge, Einzelpreis netto, and Gesamtpreis netto. To the right, there are sections for 'ABZUGSFÄHIGE AUSGABEN' (Werbungskosten, Arbeitsmittel) and 'ALLGEMEINE INFORMATIONEN' (Max, Mustermann, 05.02.2014, 317,02). A green arrow points from the text 'Automated data extraction and document classification' to the document preview area.

OUR ROADMAP FOR A SCALABLE BUSINESS IS CLEAR



INCREASE USER DEMAND

Through

- **Online/ offline marketing**

Achieved positive unit economics through FB ads.
Exploit learnings and expand to more channels

- **PR to share our “Robin Hood” mission**

Our mission is relevant to the broad public and
therefore of interest to multiple media outlets

- **Partners with relevant customer base**

We are in contact with Loyalty Partners, N26,
Vodafone, Telekom, Gothaer, etc.

- **Tax advisors that act as multipliers**

With our SaaS solution advisories can digitally
process their existing “offline” client pool too

INCREASE TAX ADVISOR SUPPLY

Through

- **Publications in dedicated magazines**

First Zasta article in “JUVE Steuermarkt”
generated 28 demo requests by tax advisors

- **Presentations at tax conferences**

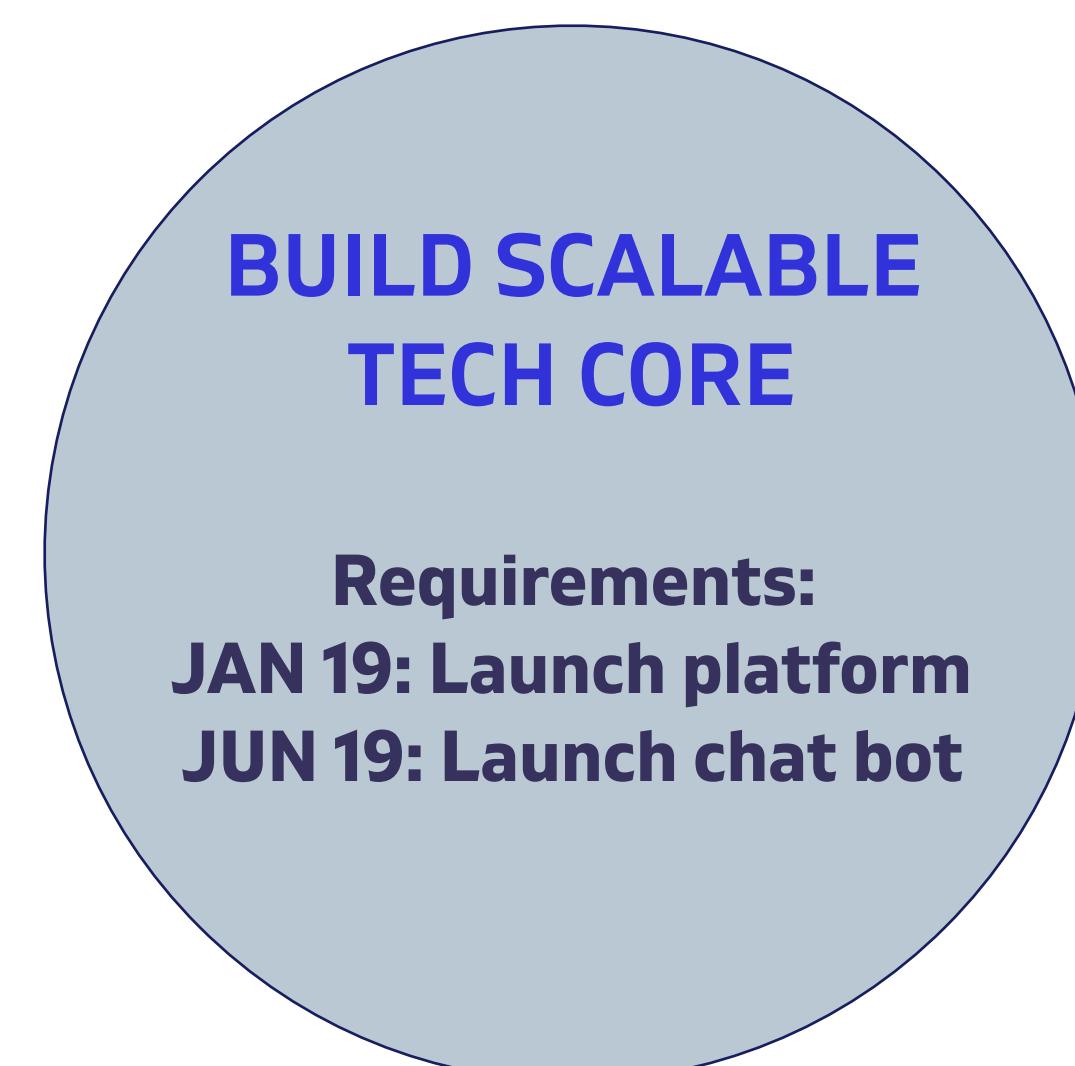
Conferences like “Steuerberatertag” offer
exhibition space for tax software provider

- **Online marketing campaigns**

Run ads towards tax advisors and their
employees on LinkedIn, Xing, or Facebook

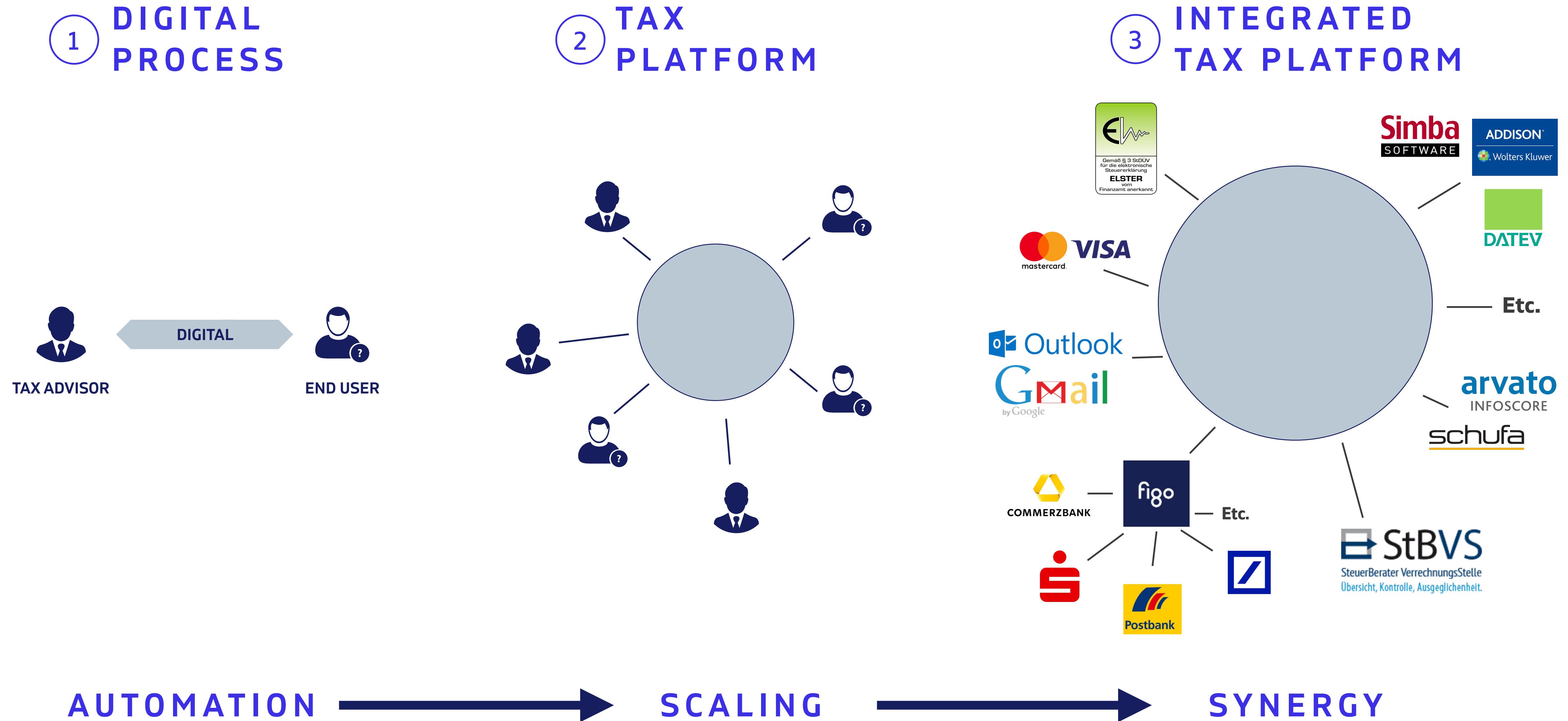
- **Sales team to acquire tax advisors**

Contact details of all 54.385 tax advisories are
publicly available via “Steuerberaterkammer”



WE WILL RAPIDLY BROADEN OUR VALUE PROPOSITION

Ζ ZASTA



THE RIGHT MIX OF TALENT TO EXPLOIT THE OPPORTUNITY



TEAM

DR. MICHAEL POTSTADA

Entrepreneurship expertise
from running a tech startup
and attending Stanford



JÖRG SÜDKAMP

Platform scaling expertise
acquired at Helpling, the leading
online platform for home services



VLADIMIR VINOGRADOV

SaaS engineering expertise
from multiple client projects, e.g.
Evonik, Alcatel



RUVEN KLÖCKER

Tax advisor market expertise
from a multi-branch tax advisory
with 30+ years of experience



DR. JOHANNES HÖHNE

Machine learning expertise
from Deep Learning Center of
Excellence at SAP SE



MAREK MÖCKEL

UX / UI design expertise
obtained as previous Head of
Design at Delivery Hero



DR. UWE SCHIMMELSCHMIDT

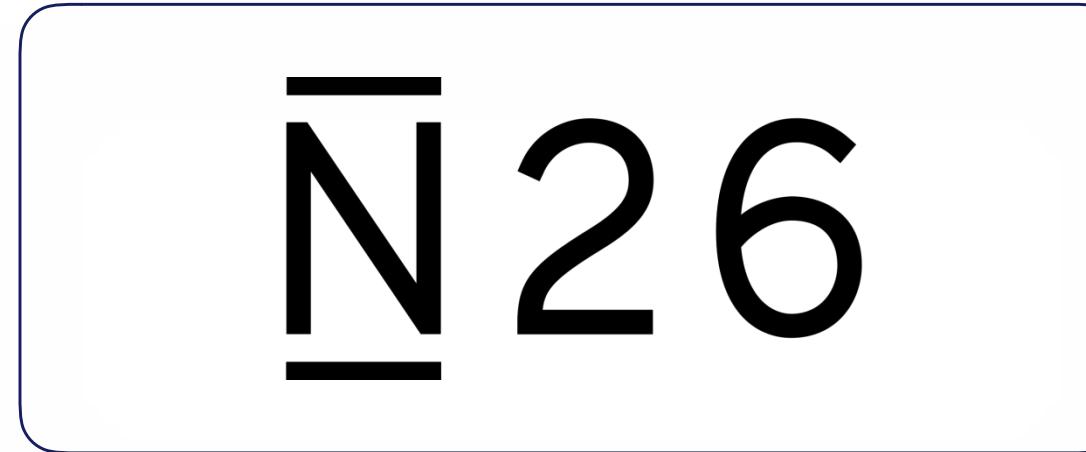
Tax law expertise
Ex-Partner at Clifford Chance and
former Head of Tax Germany



ZASTA WILL OCCUPY THE DIGITAL TAX VERTICAL



INSURANCE



BANKING



TAXES

WE HAVE THE RARE OPPORTUNITY TO BECOME THE
GO-TO PLATFORM FOR DIGITAL TAX RETURNS IN GERMANY

JOIN US.

THANK YOU.

ZASTA GMBH
SCHÖNEBERGER STR. 15
10963 BERLIN

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