

gogeta

We enable businesses to enrich the physical,
mental and financial health of its employees via
innovative **Cycle to work** and **Workplace Nursery** schemes

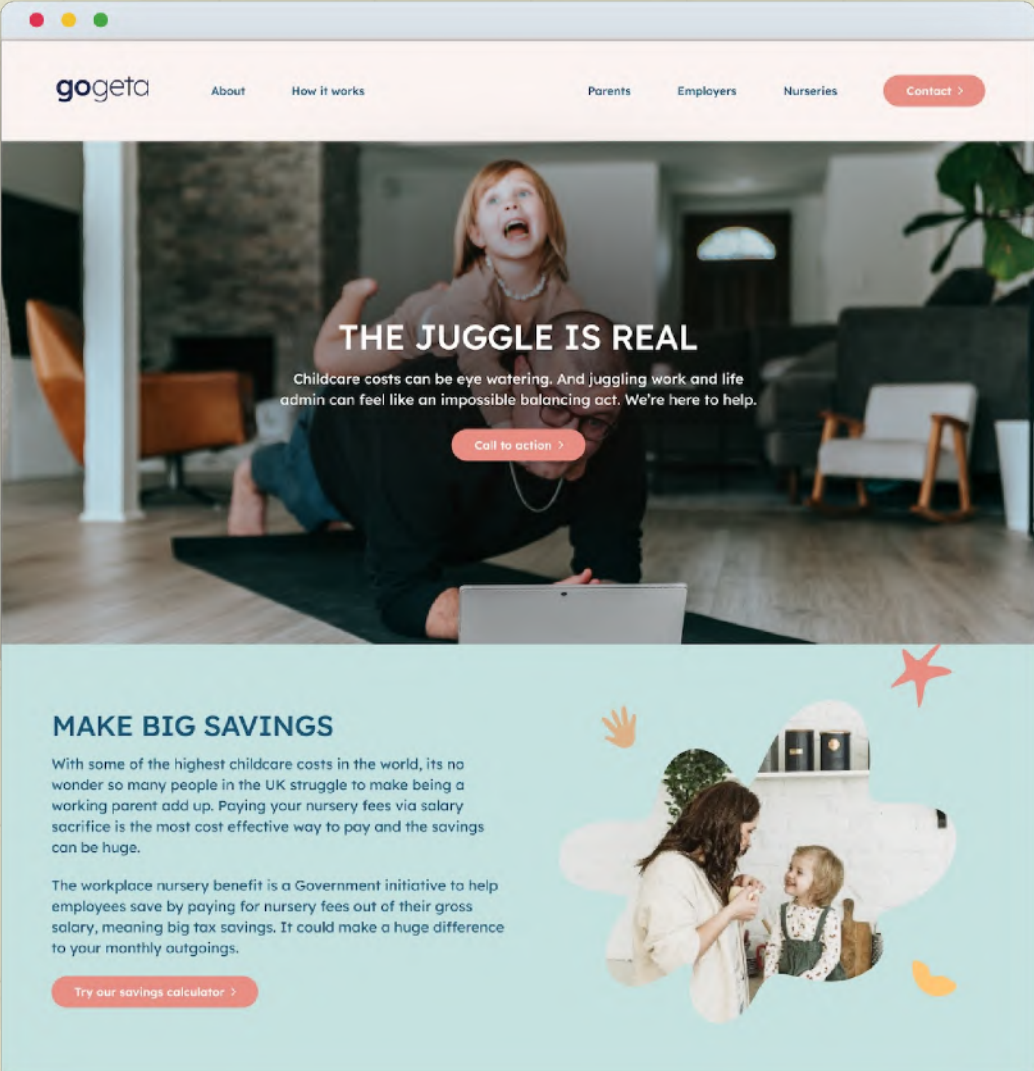


As a proud B Corp, our innovative salary sacrifice schemes help companies achieve their ESG goals whilst improving employee's lives



Workplace nursery

gogetanursery.com



Cycle to Work

gogeta.bike



What is salary sacrifice and why is it so attractive?

Purchases are made from gross, not net salary.

So the **employee can save 30-47%**

Its is **free for the employer**, infact you save **13.8% NIC** from the forgone salary

Its thus a benefit that both solves real problems for employees and is a powerful retention tool

Win Win !

Our solutions solve these issues

They address significant pain points for employer and employees alike

A nursery scheme can be the difference between returning to work or not

Salary Sacrifice has huge financial incentives for users

Employees enjoy c.30 -47% saving

We like cost-neutral solutions for employers

Employers even make a 13.8% NIC saving

As a proud B-Corp, we like products that drive ESG impact

Our products help employers achieve material ESG wins

We like aggregating fragmented industries as it improves employee experience

There are 11,000 nurseries and 4,000 bike shops in UK

The employee onboards the supply side

Employees are the most motivated people in the chain, let them have full choice

gogeta was designed to be loved to People Teams

- We're your partner, not just a provider
- Dedicated scheme manager, 24/7 for all queries
- Fully featured employer portal and custom settings
- On-demand reporting
- All invoices, applications and agreements in one place
- Payroll summary per application



Our products - Tax Free cycling

For Cycle to work to be a great benefit, People teams need to be as delighted as employees are...

gogeta means much easier admin for you

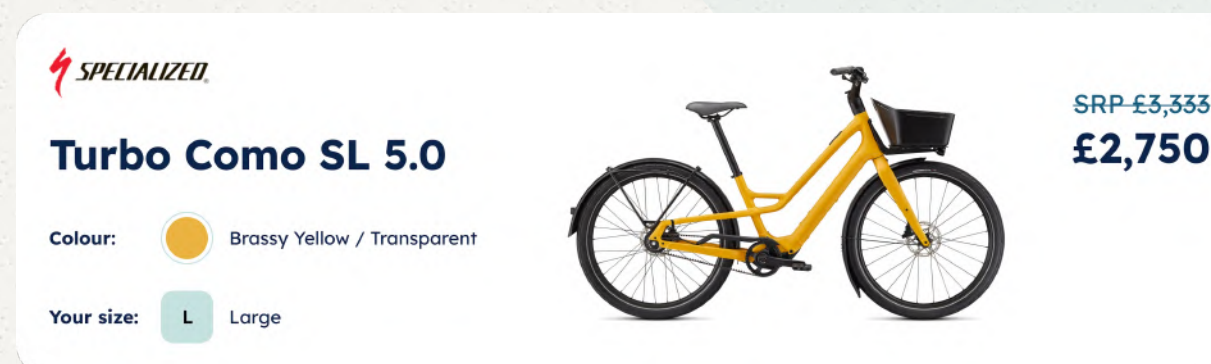
AND

An unbeatable benefit for your employees.



Best in class Savings

- Legacy schemes charge retailers 10-15% to accept their vouchers.
 - Retailers often pass on this charge, meaning employees don't get best pricing, and unpleasant surprises at the till (which leads to negative feedback to HR)
- gogeta avoids this by applying a small platform fee (6% gross, c.4% net) paid by employees
- End result is benefit of tax savings AND best marketplace pricing
- We have no hidden end-of-scheme fee (can be 7-13%!) which can be a nasty surprise and seriously erodes employee savings

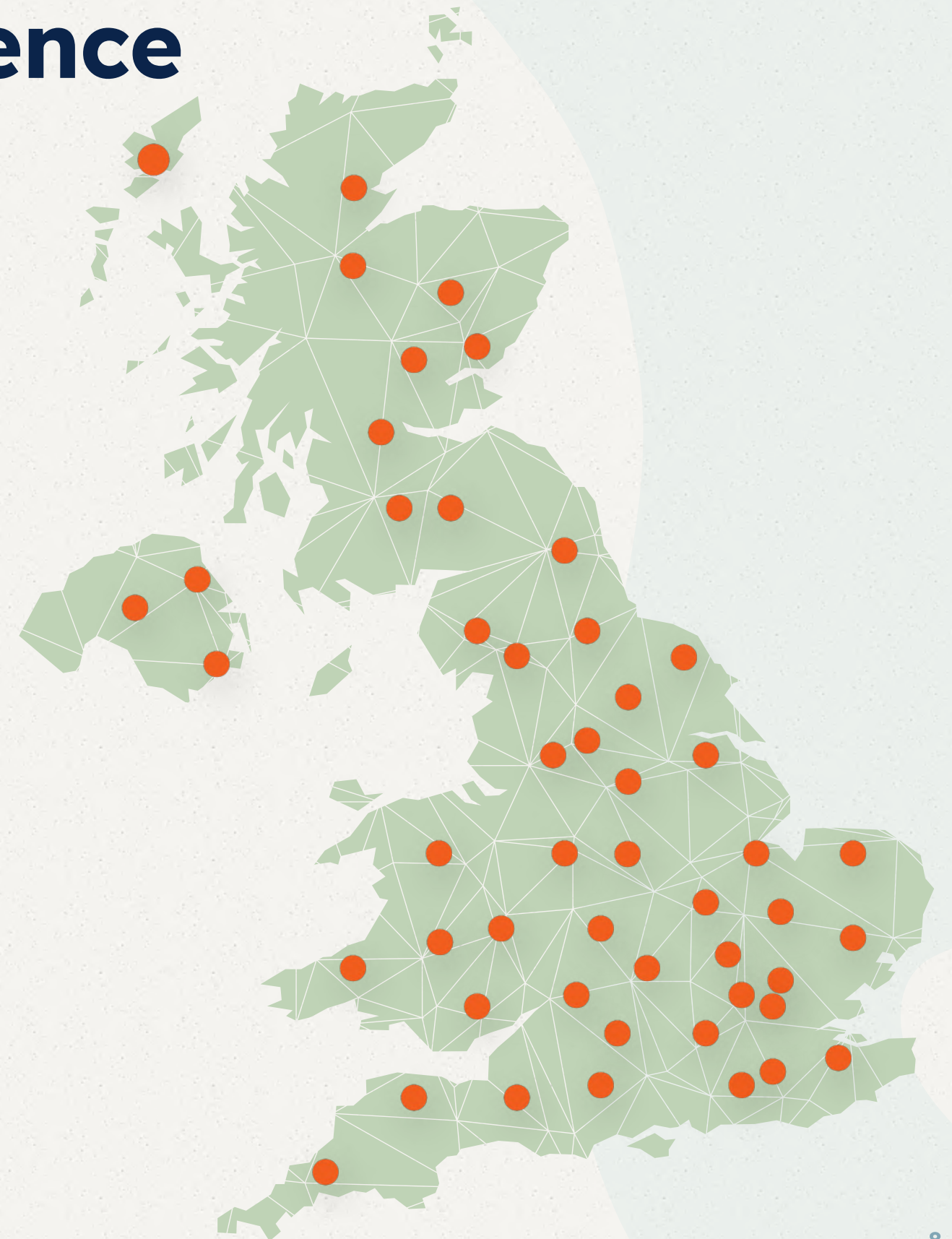


Companies:	Legacy A	Legacy B	gogeta
i Platform fee	£0	£0	£96
i Headline net cost	£1,595	£1,595	£1,691
i Fees & surcharges	£468	£414	£1
i Actual net cost	(£172/month) £2,063	(£167/month) £2,009	(£141/month) £1,692
i Actual saving	38%	40%	49%
gogeta saves an extra	£371 (18% better off)	£317 (16% better off)	

Retailers love accepting gogeta vouchers - a great employee experience

- Any bike or cycling gear from **anywhere. No surcharges**
 - Small local independents
 - UK's biggest cycling chains
 - Online retailers and brands

The only scheme endorsed by the UK bike industry








A flexi voucher that allows maximum convenience

Date	Initial amount	Amount spent	Item bought	Retailer	Balance
21/12	£3000				
22/12		£2,500		Shop A	£500
02/02		£150		Shop B	£350
10/03		£175		Shop C	£175
20/06		£45		Shop D	£130
02/10		£130		Shop E	£0

- Legacy schemes force employees spend their voucher in one go. Any unspent amount is lost.....
- Our flexible voucher allows your employees to use their voucher **unlimited times** until redemption. In multiple retailers, allowing them the best choice and pricing
- *A bike in the summer. Lights in Autumn. Gloves in winter. All on the same voucher.*

Summary

Feature	For employees	For employers
 Unlimited choice of bikes and cycling gear from anywhere	Best benefit without compromise on choice or flexibility.	Better engagement with the benefit and fewer queries and negative feedback.
 Access to all sale prices and discounts; no surcharges or exclusions	Maximum savings, boosting affordability and value.	Confidence in offering best benefit and employee experience.
 No end of scheme ownership fees.	Improve savings with no hidden costs or surprises.	Fully compliant FCA authorised end of hire solution to support best benefit, without extra admin or queries.
 Flexi-voucher	Full control on where and when they spend, and on what.	A truly flexible benefit.
 Employer administration portal	Easy and quick approval, enabling employees to get their new bike and gear more quickly.	Full control of all approval and payroll set-up. Configure scheme settings.

OUR PRODUCTS - WORKPLACE NURSERY

A VITAL SOCIETAL ISSUE THAT NEEDS TO BE SOLVED

gogeta

About How it works Parents Employers Nurseries Contact >

THE JUGGLE IS REAL

Childcare costs can be eye watering. And juggling work and life admin can feel like an impossible balancing act. We're here to help.

Call to action >

MAKE BIG SAVINGS

With some of the highest childcare costs in the world, its no wonder so many people in the UK struggle to make being a working parent add up. Paying your nursery fees via salary sacrifice is the most cost effective way to pay and the savings can be huge.

The workplace nursery benefit is a Government initiative to help employees save by paying for nursery fees out of their gross salary, meaning big tax savings. It could make a huge difference to your monthly outgoings.

Try our savings calculator >

AFFORDABLE CHILDCARE IS AN ISSUE THAT AFFECTS US ALL

THE PROBLEM

Price of childcare now an eye watering £15k per year

Independent

Nursery closures up 50% in the academic year 2022-23 v 2021-22

nursery world

Nursery fees 'rise by £1,000 this year' - forcing parents to quit work

BBC News

Hunt's free childcare pledge is 'doomed to fail' as thousands of nurseries close

The Independent

***1 in 10** mothers with under-4s quit work over childcare*

BBC News

Nursery closures threaten free childcares pledge

BBC News

There are 700,000 nursery places in UK, and 75% of parents of nursery age kids work

With rising childcare costs, this can often be a significant barrier to a parent's return to work after maternity/paternity leave.

Affordable childcare is crucial to allow parents to keep working.

The government recognises this, but the schemes have significant flaws

Limitations of government free hours

(1) The funding nurseries receive leads to a shortfall

The government contributes £5.60 per hour and the nursery is not allowed to charge the deficit, which there inevitably is. Based on a shortfall of £1.50 per hour, nurseries are short £855 on every funded place, which is leading to many nurseries closing or raising prices for non-funded places (thus making the childcare problem worse!)

(2) As such many nurseries don't participate, or cap the amount of funded places available

(3) It doesn't apply to the whole year

It's labelled 30 hours per week. *But that's in term time only and over standard school day.* So many nurseries apply free hours for the core hours, and then charge premiums for 'wrap around' hours

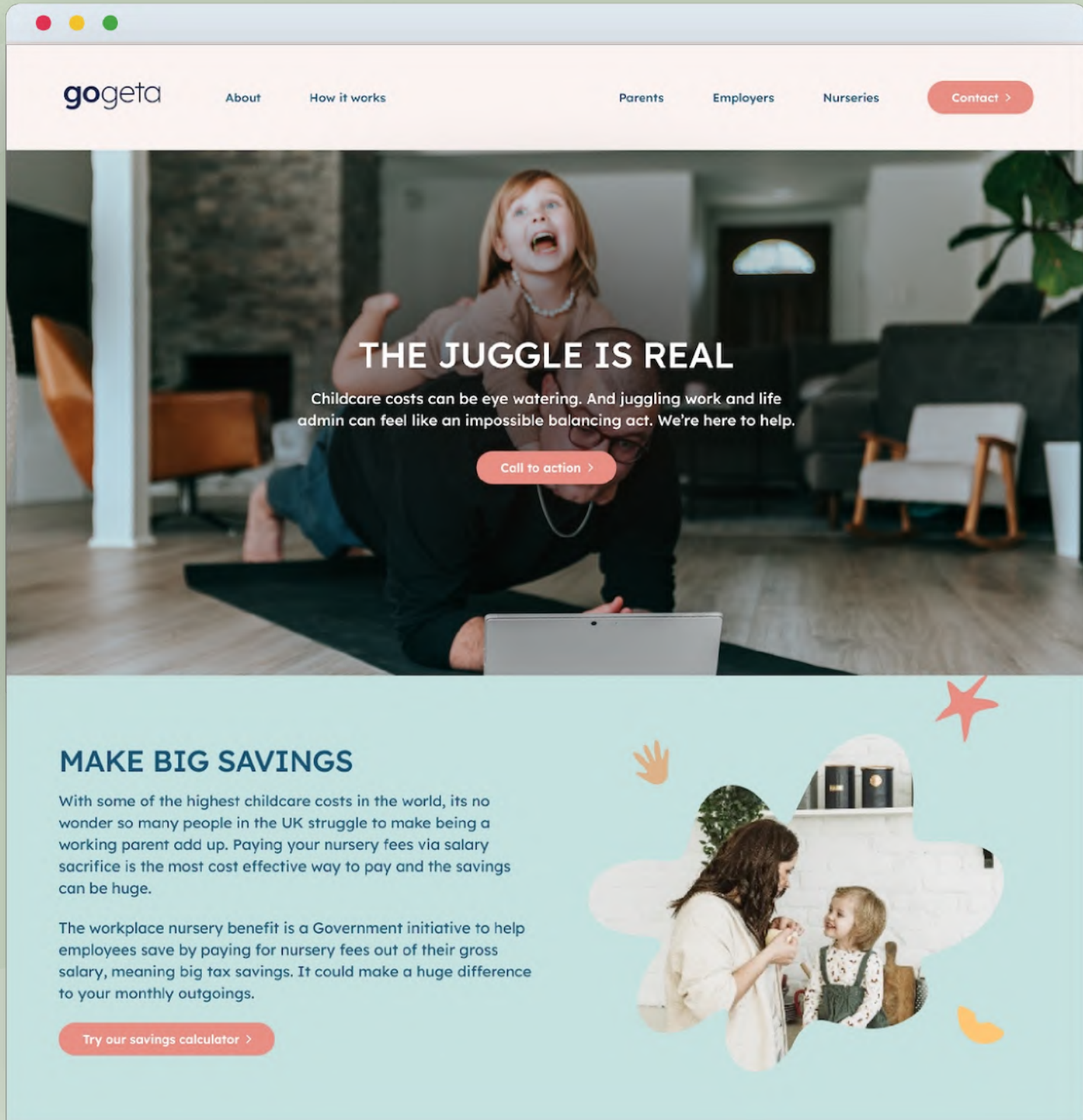
(4) And even if you ignore (1-3), it only covers c.40% of all childcare hours required

A parent gets a maximum of 1,140 hours per year. A full time place (8am-6pm) at nursery is over 2,500 hours

Limitations of government tax free voucher

Tax free vouchers are limited to £2000 per child, when nursery fees can exceed £15,000 a year

WORKPLACE NURSERY HAS NONE OF THESE CONSTRAINTS



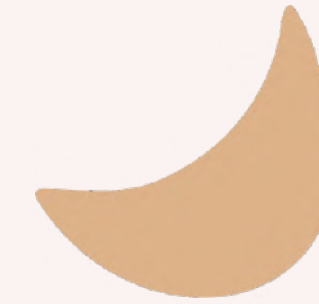
- Parents pay for their nursery fees via monthly salary sacrifice (ie the nursery fees come out of gross, not net, salary)
- Parents can save up to 35% (£6000 per year) on fees
- Nurseries love it - so parents aren't capped in available spaces
- **Its cost neutral to you as an employer**
- It's super simple to run!

SEE YOUR SAVINGS

i Salary (Gross): £ 55000	Effective cost £11,767 (£18000)	Total savings per year £6,233 (35%)
i Annual childcare fees: £ 18000		

WORKPLACE NURSERY SCHEME - THE SPECIFICS

- The WPN scheme is not new and has been around for 20 years. gogeta has just modernised it, and made it simpler for all
- WPN is way of helping your employees with nursery provision **without** providing facilities in your workplace
- Gogeta handles all of the admin to ensure your scheme is HMRC compliant
- Your employee salary sacrifices the cost of monthly nursery fees to gain tax and NI savings
- Net saving of between 25–36% depending on tax rate
- The employer contributes £100 per month per parent to the nursery towards their running costs, which is always covered by your Employer's NI savings on the salary sacrifice



NURSERIES LOVE THE SCHEME AS MUCH AS PARENTS DO

- Parents understandably want the very best for their little ones. That extends to their nurseries.....
- As we have seen, government free hours can lead to a funding shortfall of c.£800 per place.
- In comparison workplace nursery gives nurseries an extra £1200 on top of the nursery fee. **That's an extra £2000 to look after their pride and joy....**
- Furthermore because of the above, there are no restrictions on how many spaces are made available by nurseries, removing an enormous point of stress to new parents and thus a key blocker to returning to work

Deborah - Nursery Manager

"We are still unclear what the new government funding will mean for us or number of places we will be able to afford to offer.

But the WPN scheme is invaluable to us - we can train and look after our hardworking team as well as purchase much needed resources, with certainty of additional income".



HMRC REQUIREMENT OVERVIEW

The exemption for workplace nurseries in Section 318 ITEPA* 2003 was introduced to encourage employers to provide nursery places for employees.

Employers can open a nursery on their own premises or employers can club together and work with an independent/3rd party nursery.

Key to note - you don't have to work with other employers, merely that the nursery is open to parents from other companies if they so wish...

With the latter, to be HMRC compliant, schemes must show they pass 3 requirements.

Meaningful requirement

Schemes must ensure that employers make a meaningful commitment to the nursery.

There must be a contractual partnership between the employer and the nursery, which must be for at least 12 months. This contract is organised by gogeta.

Financing requirement

Schemes must show that the employer is making a financial commitment to the nursery.

An admin fee of £1,200 per year (charged in monthly instalments) is payable by the employer to the nursery (recouped via NIC savings)

Active management

Schemes must ensure that employers play a real part in the management of the nursery

The employee, as representative of employer, attends facilitated meetings to discuss how financial contribution is spent. gogeta documents this and provides receipts

HANDLED BY GOGETA

COMPLIANCE REQUIREMENTS

There must be a contribution by the employer towards the running and upkeep of the nursery for at least 12 months.

This contribution must be used to benefit the nursery, and your employee can request specific use of this contribution.

Use of funds must be reviewed and documented.

GOGETA

- Handles contract between you and your employee's nursery
- Minimum commitment of 12 months
- £100 added to your monthly invoice and passed directly to the nursery
- Sets employee application minimum to ensure your cost is always covered by Employers' NI savings
- Facilitates an online meeting between the nursery and your employee within six weeks of set up
- Discussion and agreement of how the funds will be spent
- Obtains receipts from the nursery and passes on to you for your records
- Facilitates mid-year review between employee and nursery to check in on spend

A SIMPLE PROCESS FOR YOU

1
Approve
employee
application

2
Sign contract
with nursery in
gogeta portal

3
gogeta sends
monthly invoice
and payroll
deductions to
finance team

4
Receive copies of
spend receipts for
HMRC compliance

All handled through the gogeta portal.

A SIMPLE PROCESS FOR YOUR EMPLOYEES

1
Applies for nursery place, signs salary sacrifice agreement

2
Attends 2 facilitated online meetings with nursery to discuss contribution spend

3
After initial 12 months can renew

GOGETA ADVANTAGES

- **Payments taken by direct debit so we can ensure payments to nurseries are always made on time**
- **More flexibility for employees**
They can make changes to the hours they require with only 3 days notice
- **We are your nursery contact and will explain any differences on your monthly invoices**
We know employees don't like unexplained changes to their salary sacrifice
- **All the admin is handled through our online portal**
- **Your employee, and the nursery, each get their own admin portal. Ensures full transparency to all sides in terms of payment flow**



Thank you

CONTACT US !

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Corporation