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20% off recap discount code: **CRUNCHCLIENT20** → to be used inside Crunch only/inside Recap.

## INDIVIDUALS - Promoting partnership/ Self Assessment Package

### Crypto tax, filed by Crunch

For straightforward portfolios up to 5,000 transactions. HMRC-compliant, secure, and privacy-first with Recap.

Getting your crypto taxes sorted has never been easier. Recap calculates your HMRC reports; you connect your wallets, and Crunch files your Self Assessment from start to finish. **All for a low fixed cost of £215\***.

With our experts on your side, crypto tax doesn't have to be complicated. Real experts, clear answers, no more headaches.

CTA: Check my eligibility [{link to below}](#)

Secondary: Connect my wallets

[{{header designs}}](#)

*{{Crunch Review}}*

*"Another fabulous service from Crunch. They are an absolute lifesaver. Talking to them reduces my tax return anxiety from 10 to 0 in minutes!" - Anita*

*{{ Recap Review }}*

*"Top platform to organize your crypto taxes. Great integration with most popular platforms. Very easy to use." - Steven*

## Crunch & Recap: crypto tax, simplified.

Crypto tax can be confusing: lots of transactions to manage, tricky rules to follow, and pesky HMRC deadlines that creep up on you. That's why we've partnered with Recap.

From wallets to HMRC, you're covered every step of the way. Recap, a leading crypto tax software partner, processes your wallet and exchange data to create HMRC-compliant reports. Crunch's expert accountants review everything, spot opportunities to reduce your tax, and file your Self Assessment. Simple, secure, and stress-free.

CTA: Sort my crypto tax

## Video

## Here's what you get:

### Hassle-free setup.

Connect your wallets and exchange accounts in minutes with our step-by-step guidance.

### Capital Gains Tax done right.

Your gains are calculated and made HMRC-compliant, so you can relax knowing the tax is taken care of.

### HMRC-ready reports.

SA108 and Capital Gains pages are prepared and included in your Self Assessment filing.

### Self Assessment sorted by experts.

Every detail is reviewed by Crunch accountants so you stay compliant and pay as little tax as possible.

### Your privacy, protected.

Recap uses client-side encryption so your crypto portfolio stays safe and secure.

### No hidden costs.

Meet the criteria and pay a single low-cost fee of £215 all in. Any extra costs are explained upfront.

CTA: Check eligibility [{link to below}](#)

## This is for you if:

You want a clear HMRC report and a personal Self Assessment filed by experts at a fixed price, and you:

- Have up to 5,000 buy, sell, and hold transactions on major exchanges or a simple wallet.
- You're filing a personal UK Self Assessment, not a company or partnership return.
- Can provide read-only API keys and wallet addresses.
- Have not got advanced crypto products or DeFi/derivative rules.\*\*

Tick all four? Brilliant, you qualify for the £215 fixed fee. Done for you from start to finish.

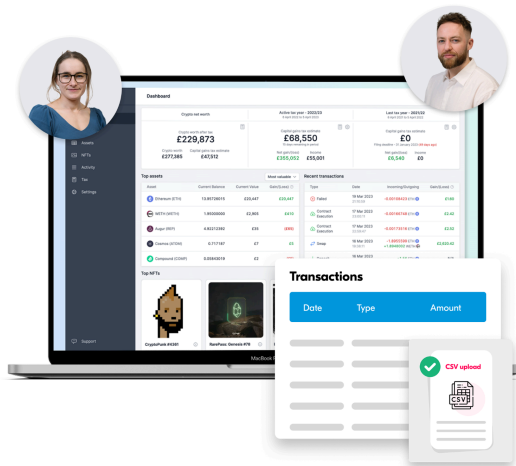
CTA: Sort my crypto tax

{Crunch testimonial}

"I've always done my Self Assessment with Crunch, I love how simple they make the whole process, and the gentle reminders they send you, which means it's always done and filed with HMRC comfortably ahead of the deadline." - Ritch

{Recap testimonial}

"Recap allows you to input and track individual crypto buys and sells that are then assessed for capital gains liability based on HMRC rules. Having done this myself using an Excel spreadsheet for a number of years using my own interpretation of HMRC rules it has come as a huge relief to find such great software to replace my manual method." - Ritch



## How it works:

### 1. Connect your data.

Connect your wallets and exchanges to [Recap](#), an easy-to-use crypto tax calculator, using read-only access.

### 2. Our experts check everything.

All you need to do is share your tax reports or give us access to your Recap account, and our team of expert accountants will do the rest. We'll meticulously review and check everything, because precision and peace of mind are what we do best.

### 3. Sit back and relax

We get everything ready and show it to you. Once you're happy, we submit it all for you and send you confirmation.

CTA: Sort my crypto tax

{Banner that's a CTA relevant for Crunch invoicing (example below)}

From wallets to HMRC, we've got you covered.

We check it, sort it, file it, and keep HMRC happy. All for one simple fixed fee.

**CTA: Sort my crypto tax**

## Frequently asked questions

Explore our FAQs for quick answers to your questions.

### Why the 5,000-transaction limit?

It keeps things simple. With up to 5,000 transactions, we can guarantee accuracy, fast turnaround, and a fixed price without surprises.

### What counts as a “transaction”?

A transaction is any trade, swap, transfer, or reward recorded by your exchange or wallet. Each one affects your Capital Gains, so keeping track is essential for accurate HMRC reporting.

### I have a bit of exchange staking, am I still eligible?

Yes. If your staking rewards come from a centralised exchange (like Coinbase or Kraken), you’re good to go. Only on-chain staking, such as DeFi protocols, is outside this fixed-fee service. However, if you’re comfortable with the numbers and the income/staking interactions are clearly presented, we may be able to take this on under the fixed-fee arrangement.

### What if I’m over 5,000 transactions or have used DeFi, NFTs, or derivatives?

No problem. Complex activity just needs a closer look. Our team will review your setup and provide a bespoke quote to ensure your reporting is 100% accurate.

### Is my data safe?

Absolutely. We work entirely within Recap, a UK-based crypto tax platform that uses client-side encryption. That means your data is encrypted on your device before it’s shared, and you stay in full control of your information at all times.

### What’s included in the £215 all-in offer?

This fixed-fee offer covers:

- One personal Self Assessment filing
- SA108/Capital Gains pages for crypto assets
- Miscellaneous income filing (if you have staking or rewards)
- Review and confirmation from our expert accountants

It doesn’t cover overdue Self Assessments or complex crypto activity (like DeFi, NFTs, or derivatives). If you don’t meet the eligibility criteria, our team will outline the options available to you before any work begins.

### What isn’t included?

This fixed-fee service doesn’t cover:

- Complex Decentralised exchange swaps (unless a swap is easily shown in your wallet) / liquidity providing / lending & borrowing / liquid staking derivatives
- Perpetuals, futures, margin, options
- NFTs & complex airdrops
- Bridges / MEV / validator income / DAO payroll & treasury operations
- Portfolios over 5,000 transactions.



- If any of these apply, we can still help with a tailored quote.

Recap is the UK's leading privacy-focused crypto tax software, built to take the stress out of crypto taxes. It keeps your data private, helps you stay HMRC compliant, and makes it easier to stay on top of things. And because it connects perfectly with Crunch, you can manage all your taxes in one simple, secure place.

Yes. All our in-house team of accountants are fully accredited and experienced in UK tax rules, regulations, and restrictions. They'll review every detail of your Self Assessment, and look for ways to optimise your tax where possible. With Crunch, you get accurate, compliant filings and peace of mind knowing experts are on your side.

## Company headers

From purchasing Bitcoin with company funds to sorting your Year End accounts, we can keep your Bitcoin investments clean and stress-free. No more spreadsheet headaches or guessing what HMRC will ask for, we've got it covered.

Secondary:

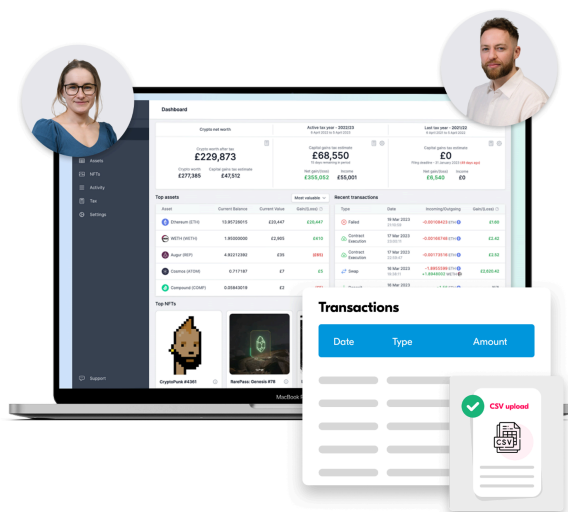
"After nearly a decade with them, I wouldn't hesitate to recommend Crunch to anyone looking for reliable, responsive accountants who actually care about helping you get things right." - Susana

"Recap are well worth using. Amazing company, amazing platform, amazing service. They guided me through a complex set up and straightened everything out." - Scott

Ever wonder what your profits could be doing instead of just sitting in the bank? More and more businesses are putting their retained funds to work in smarter ways, like:

- ## Video???

CTA:



## Crunch × Recap: company Bitcoin, done right

Investing company funds in Bitcoin doesn't have to be complicated. Keeping records and [preparing Year End accounts](#) and [Corporation Tax](#) can be a headache. That's why we've teamed up with Recap to make it stress free.

Recap keeps a clear, audit-ready record of what you hold, where it's stored, and its GBP value. Crunch accountants review and post everything to keep your Corporation Tax and statutory accounts spot on. Simple, secure, and stress-free.

CTA:

## Why can't you just "buy Bitcoin and move on"?

Once Bitcoin sits in your company, it's officially a [company asset](#). That means:

- Proper accounting is essential, even if you don't sell.
- Selling triggers tax. So chargeable gains and Corporation Tax apply.
- Your board, bank, auditors, and HMRC will all want to see the numbers.

Crunch handles accounting and taxes, and Recap keeps the records clean and audit-ready.

CTA: Sort my crypto tax

## What you get with Crunch × Recap:

### A clean audit trail

Know exactly what your company owns,

### Expert review at every step

Crunch's ACCA-certified accountants check

### Correct Corporation Tax treatment

All Bitcoin activity is properly recorded and

where it's held, and how it's moved. So your books stay tidy and defensible.

**Board, bank & HMRC ready reports**  
Clear, audit-ready records make it easy to answer questions and show that everything is above board.

everything so your accounts are right the first time.

**Your Year End, sorted**  
Recap produces accountant-ready reports, and Crunch turns them into fully filed Year End accounts.

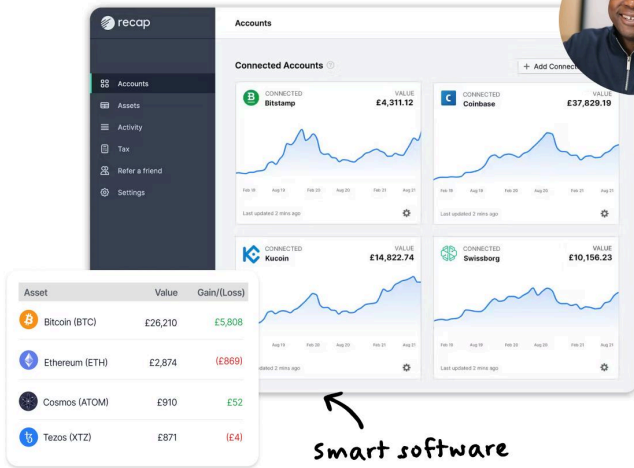
reported, so you pay what you should and nothing more.

**Security and privacy built in**  
With Recap's data encryption and Crunch's bank-grade security, your data is always protected.

CTA:

<div><div>{Crunch testimonial}</div><div><i>"We have always found them really easy to work with and quick to respond. The platform the work is done through is intuitive and easy to use. We can see as a business where we stand in terms of revenue, costs, profit and all of the various tax liabilities. Year end accounting and VAT returns have been a doddle and again the team are very communicative."</i> - A Roberts</div></div>	<div><div>{Recap testimonial}</div><div><i>"Recap allows you to input and track individual crypto buys and sells that are then assessed for capital gains liability based on HMRC rules. Having done this myself using an Excel spreadsheet for a number of years using my own interpretation of HMRC rules it has come as a huge relief to find such great software to replace my manual method."</i> - Ritch</div></div>
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Expert advice



smart software

{{simplified version}}

How it works:

### 1. Plan and purchase.

Decide how much Bitcoin your company will hold and get the board on the same page. Use a [regulated exchange](#) in the company's name to keep things simple and your banking clean.

### 2. Secure and record.

Choose where to store it safely, whether that's your own secure wallet or a [professional custodian](#). Recap keeps a clear record of what you bought and where it's held, all without touching your private keys.

### 3. Report and file.

At Year End, Recap creates the reports\* you need, and Crunch takes care of the rest. We'll post journals, prepare accounts, and file Corporation Tax. Everything you need to keep your board, bank, auditors, and HMRC happy.

CTA: Sort my crypto tax

{{Banner}}

## Ready to invest in Bitcoin as a company?

First allocation or already bought, we make it accounted for, tax-ready, and fully defensible.

**Primary CTA:**

**Secondary CTA:**

Footnote: "FCA-registered cryptoasset exchange" refers to firms that are registered with the Financial Conduct Authority under the UK Money Laundering Regulations for certain cryptoasset activities. This registration is not the same as full FCA authorisation under the Financial Services and Markets Act 2000, and it does not mean that cryptoassets themselves are regulated. Cryptoasset investments are high risk and you are unlikely to have access to the Financial Ombudsman Service or the Financial Services Compensation Scheme in respect of cryptoasset activities.

## Frequently asked questions

Explore our FAQs for quick answers to your questions.

### What reports does Recap produce?

Recap gives you clear, accountant-ready reports that make company Bitcoin accounting simple:

- Balance Sheet Summary - shows exactly what your company holds, each assets costs, and its current value.
- Gains & Movements Report - details every sale and chargeable gain/loss so nothing slips through the cracks.

Crunch transforms your Recap reports into complete, compliant Year End accounts and Corporation Tax filings you can stand behind.

### What's a company asset?

In simple terms, it's anything your business owns that has value. When it comes to Bitcoin, things work a little differently. If you're buying it through your company as an investment, it's classed as an intangible asset. That means it isn't treated like money in the bank or physical kit like a laptop. Instead, it sits on your balance sheet as something the business owns that doesn't have a physical form. And when you eventually sell it, you'll need to account for any gain or loss in your company's accounts

### Can my Limited Company hold Bitcoin?

Yes, as long as it's recorded properly. Crunch uses Recap's data to make sure everything is accounted for and reported the right way.

### Which crypto exchanges work best with automated tracking?

Kraken and Bitstamp are known to work smoothly with automated tracking.

### Will HMRC treat this as me personally trading crypto?

No, it stays within your company. Any gains are handled under Corporation Tax, not your personal Self Assessment.

### Will our bank block payments to an exchange?

It depends on your bank. Using an FCA-registered exchange, keeping good records, and having Recap's audit trail usually keeps things running smoothly.

### Can we invest in other cryptoassets?

You can, but it's more complex. Different cryptoassets come with different risks, accounting rules, and tax requirements, so Bitcoin is often the simplest option for company funds.

### Can we lend, stake, or 'yield farm' for income?

We don't recommend it for a company treasury. It adds counterparty risk and potential loss of beneficial ownership, and complicates accounting and tax. And ultimately, it adds more costs.

### What counts as a "transaction"?

A transaction is any trade, swap, transfer, or reward recorded by your exchange or wallet. Each one affects your Capital Gains, so keeping track is essential for accurate HMRC reporting.

**Is my data safe?**

Absolutely. We work entirely within Recap, a UK-based crypto tax platform that uses client-side encryption. That means your data is encrypted on your device before it's shared, and you stay in full control of your information at all times.

**Why am I using Recap with Crunch?**

Recap is the UK's leading privacy-focused crypto tax software, built to take the stress out of crypto taxes. It keeps your data private, helps you stay HMRC compliant, and makes it easier to stay on top of things. And because it connects perfectly with Crunch, you can manage all your taxes in one simple, secure place.

**Are Crunch accountants qualified?**

Yes. All our in-house team of accountants are fully accredited and experienced in UK tax rules, regulations, and restrictions. They'll review every detail of your company's tax and look for ways to optimise wherever possible. With Crunch, you get accurate, compliant filings and peace of mind knowing experts are on your side.

**What is a professional custodian?**

A professional custodian is a company that securely holds and manages your Bitcoin or other digital assets on your behalf. Think of them as a safe, trusted third party that keeps your crypto secure, handles the technical details of storage, and ensures there's a clear record for accounting and audit purposes. Using a custodian can be helpful if you don't want to manage private keys yourself, or if your company just wants an extra layer of security and compliance for its digital assets.

**What is a regulated exchange?**

A regulated exchange is a safe, official platform where your company can buy and sell Bitcoin. It keeps your transactions clear, legal, and easy to account for.

**What does it mean if a cryptoasset exchange is FCA-registered?**

It means the firm is registered with the Financial Conduct Authority (FCA) under the UK Money Laundering Regulations for certain cryptoasset activities. This is not the same as full FCA authorisation under the Financial Services and Markets Act 2000, and it does not mean that cryptoassets themselves are regulated. Cryptoasset investments are high risk, and you are unlikely to have access to the Financial Ombudsman Service or the Financial Services Compensation Scheme in relation to cryptoasset activities.

## Script outline

### 1. Intro from Crunch (Darren)

**Visual: Simple Crunch style talking to camera**

Hello! I'm Darren Fell, Crunch CEO.

We know crypto tax can be complicated. There's a lot to keep track of: transactions, different wallets, tricky calculations, and of course, HMRC rules. Honestly, it's easy to make mistakes.

That's why we've teamed up with Recap. They're specialists in helping people like you bring all your crypto data together safely and securely, ready for your Self Assessment.

You connect your wallets, Recap does the heavy lifting to organise and calculate everything, and then our Crunch experts step in to review it and make sure your Self Assessment is spot-on.

Together, we make your crypto Self Assessment simple, secure, and stress-free.

## 2. Recap explanation (Dan)

**Visual:** Screen capture / animation of Recap dashboard; simple graphics showing wallet connection, HMRC-ready reports?

At Recap, our job is to make crypto tax simple for Crunch customers. That starts with connecting all your wallets and exchanges securely. We calculate your gains, generate HMRC-ready reports, and keep everything private with client-side encryption. Your data never leaves your control.

It's really easy to get started. We'll help you connect to all the places where you hold crypto, whether that's exchanges like Coinbase or Kraken, or your personal wallets. Our step-by-step setup guides you through everything, so you never have to worry about missing transactions or doing complex calculations yourself.

Once that's done, Crunch's accredited accountants take over, reviewing all your data to make sure everything's accurate before filing your Self Assessment.

So when we say Crunch and Recap have you covered, we mean it. Smart software meets expert accountants: accuracy, security, and the peace of mind you've been looking for.

## 3. Outro from Crunch (Darren)

Sounds good right? Your crypto taxes are fully covered from start to finish. That means everything, your wallets, your transactions, every single trade, all the way through to HMRC.

With Crunch and Recap working together, nothing gets missed. You don't have to worry about a thing, and you can relax knowing it's all done right.

Getting started is simple. Connect your wallets, let Recap aggregate and calculate everything, and then our experts step in to handle the rest. It's crypto tax made stress-free and secure.

And right now, there's even more reason to take action: you can get **20% off your first year as a Crunch client**. That's our way of helping you get your crypto tax sorted without the stress, and at a great value!

## In app promotion

Example:

20% OFF FOR A YEAR

### Your crypto tax assistant, built for **UK investors.**

Recap is the UK's leading privacy-focused crypto tax software, built to take the stress out of crypto taxes. It keeps your data private, helps you stay HMRC compliant, and makes it easy to find tax-saving opportunities. And because it connects perfectly with Crunch, you can manage your taxes in one simple, secure place.

Enjoy 20% off your first year as a Crunch client.

GET 20% OFF



We will add a code into design/copy once provided.

Header:

20% OFF FOR A YEAR

### Your crypto tax assistant, built for **UK investors.**



Footer:



39 ex vat for company, pay annually you get 20% off.. Willing to get another 20% off annually. 299 a year.

## Invest in Bitcoin as a company — done properly

**Subheadline:** Crunch × Recap helps you allocate company funds to Bitcoin, keep your bank and board comfortable, and get it reported correctly in your year-end accounts.

**Primary CTA:** Talk to Crunch's crypto accounting team →

**Secondary CTA:** See example year-end reports →

### Why companies are doing this

- Invest retained profits at the company level.
- Diversify reserves (cash, gilts, Bitcoin).
- Build long-term exposure without first paying personal dividend tax.

### Why you can't just "buy and move on"

Once your company holds Bitcoin, it's a company asset. That means:

- It must be accounted for correctly, even if you don't sell
- Disposals require chargeable gains calculations and corporation tax treatment.

- Your board, bank, auditors and HMRC may ask questions.

**Crunch** handles the accounting and tax. **Recap** produces the evidence.

**Inline CTA:** Speak to Crunch before you buy →

## How it works (3 steps)

### 1) Plan & purchase

- Decide your Bitcoin treasury allocation and document board intent (investment, not day-to-day trading).
- Use an FCA-registered cryptoasset exchange in the company's name to keep banking clean.

### 2) Secure & record

- Choose custody: self-custody (cold storage / multisig) or a professional custodian.
- Recap tracks what you bought, where it's held, and its GBP value—without exposing private keys.

### 3) Report & file

At year-end Recap produces:

- **Balance Sheet Summary** (holdings, costs, carrying value)
- **Chargeable Gains Report** (disposals and profit/loss)

Crunch posts the journals, prepares statutory accounts and files corporation tax.

That's what HMRC, Companies House, banks and auditors care about.

## What you get with Crunch × Recap

- A clean audit trail for every purchase, movement and sale.
- Year-end working papers your accountant can actually use.
- Correct corporation tax treatment (company rules, not personal CGT).
- A position you can defend to your board, bank and HMRC.

### Screenshot module:

“Example Balance Sheet Summary (Recap output used by Crunch)”

“Example Gains & Movements Report (Recap output used by Crunch)”

**CTA under module:** Show me these example reports →

## FAQ (short)

### **Can my limited company hold Bitcoin?**

Yes—provided it's recorded properly. Crunch uses Recap's data to do this.

### **Will HMRC treat this as me personally trading crypto?**

No. It sits in the company. Gains on disposal are subject to corporation tax, not your Self Assessment.

### **Will our bank block payments to an exchange?**

It depends on the bank. We recommend using an FCA-registered exchange, clear documentation, and Recap's audit trail to keep banking relationships straightforward.

### **Can we invest in other cryptoassets?**

Yes, though governance, risk and accounting may be more complex than Bitcoin.

### **Can we lend, stake or 'yield farm' for income?**

We don't recommend it for a company treasury—it adds counterparty risk and potential loss of beneficial ownership, and complicates accounting and tax.

## Ready to invest in Bitcoin as a company?

If you're planning your first allocation—or you've already bought and need it to "pass audit"—Crunch and Recap will make it accounted for, tax-ready and defensible.

**Primary CTA:** Talk to Crunch's crypto accounting team →

**Secondary CTA:** See example year-end reports →

Individual header concepts:





## Company header concepts





