

Zellis Group Mid-Year Statement FY25

Zellis Group (“the Group”), the market leader in enterprise payroll, HR, and benefits solutions for the UK and Ireland, here announces highlights for the first six months of its 2025 financial year, ending 31st October 2024.

Zellis Group

Overall financial performance

Zellis Group has continued to demonstrate robust growth in revenue and profitability in the first half of FY25, building on the strong performance of previous years.

In the first half of FY25, the Group achieved revenue of £118.1 million, an increase of 8% (£8.6 million)* on the same period in 2024, which we expect to accelerate in H2. The growth to date has been across all core revenue streams with software revenue being the fastest growing, particularly in Zellis and Benefex. Benefex (comprising 24% of revenue, +£3.6m) continues to be the fastest growing business and Zellis (comprising 59% of revenue, +£3.4m) and Moorepay (comprising 17% of revenue, +£1.6m) also enjoyed strong growth across all revenue streams. Additionally, the Group grew EBITDAC by 11% (£3.3 million)*, delivering a total of £31.8 million for the period May-October 2024.

Each of the three business units played a significant part. Continued migrations to Zellis HCM Cloud and international expansion for Benefex helped these companies contribute strongly to overall growth. Moorepay, meanwhile, drove increasing software sales to produce a strong set of results.

This continued growth reflects the strength of Zellis Group’s offering of business-critical solutions, valuable services, and advanced technologies.

*H1 FY24 has been adjusted in the above comparisons to rephase indexation over the period to October 2023 which was adjusted for as a year-to-date adjustment in February 2024.

Acquisition by Apax Partners

Zellis Group was acquired by funds advised by Apax Partners LLP, a prominent global private equity advisory firm. This acquisition signifies a new phase for the Group, which has been enhancing its core HR and payroll services and expanding its market presence over the past five years. With Apax Partners' extensive experience in the payroll and HR software market, the Group is poised to further advance its technology and strengthen its position in the industry.

The partnership aims to continue delivering exceptional employee experiences and to leverage Apax's expertise to support Zellis Group’s continued growth. This strategic move recognises the Group’s strong market position and the ‘investments in technology and go-to-market infrastructure that have positioned it for long-term success’.

[Learn more in the press announcement](#)

Sustainability and ESG impact

Zellis Group published its inaugural, group-wide Impact Report, affirming its approach to ESG and sustainability, the results of its initiatives, and its goals for the future.

[Read the report, Zellis Group: Our Impact here](#)

The Group has earned a number of external accreditations, holding a leadership score of 'A-' for openness and transparency on carbon emissions – awarded by the Carbon Disclosure Project (CDP).

EcoVadis, the world's most trusted provider of business sustainability ratings, ranks Zellis Group as 'Silver', in the top 15% of companies and well above the industry average for technology.

The Group has also made a series of commitments to support and enhance opportunities for employees and candidates with disabilities, becoming a 'Disability Confident Committed' employer under the UK Government scheme.

Zellis

The Zellis business unit has made significant strides in the first half of FY25, building on the success of its flagship HR software, securing new customers, multiple award wins, analyst recognition and launching a significant update (Zellis HCM AIR) which leverages the power of advanced AI and realtime payroll.

Adoption of the existing flagship HCM suite has reached 70% and continues to grow, while new customers have begun entering the early adopter programme for advanced HCM AIR features.

The company's ability to transform payroll operations and deliver innovative, market-leading solutions were recognised multiple times by key industry stakeholders, analysts and award judges (see below).

In a further ambitious move announced in January 2025, Zellis agreed to acquire AI-enabled HR software company elementsuite, enhancing the strength of its offering and expanding its market opportunities.

Zellis HCM AIR

In June 2024 Zellis released a generational upgrade of its flagship payroll and HR software platform. Zellis HCM **AIR** combines artificial intelligence (**AI**) – and **Realtime Payroll**. With intelligent anomaly detection, intelligent data input, and intelligent payslip technology, Zellis HCM AIR offers customers a range of opportunities to significantly enhance payroll accuracy and HR efficiency.

Customers chosen to join Zellis HCM AIR's early adopter programme provided positive feedback on stage at the Zellis Annual User Summit in November.

[Learn more in the press announcement](#)

Independent analyst ranking

In October, global analyst firm Nelsonhall revealed it had positioned Zellis in the top-right 'Leader' quadrant in two, competitive categories: Digital Payroll Capability and Extended Services Capability. Assessing the company's capabilities and offering alongside those of other major providers, Nelsonhall noted the company's 'specific capabilities in digitalising and transforming payroll operations' as well as its 'ability to deliver a payroll service alongside supplementary HR services'.

[See the full evaluation](#)

Awards and accolades

Zellis software and services secured some of the industry's highest and most prestigious accolades at three separate industry awards. In the summer, the Global Payroll Association named Zellis as its *Payroll Software Supplier of the Year* in Athens, recognising Zellis on an international scale. At The Rewards 2024, hosted in London in October, Zellis won *Payroll and HR Provider Award*, for its managed services and *Payroll and HR Software Product Award* for its technology. The panel commended the company for 'continuous improvement and innovation to deliver new technology and functionality to their clients'. The managed service offering was praised for demonstrating a 'commitment to customer service and business partnering'.

Finally, and completing an unprecedented 'treble', the Chartered Institute of Payroll Professionals (CIPP) awarded Zellis' flagship HCM solution *Software Product of the Year* at its Annual Excellence Awards.

Leadership evolution

To support the Zellis business unit's growth as it enters a new chapter, with new solutions new ownership and with new acquisitions, Zellis announced that Abigail Vaughan, COO of the Zellis business unit for the past five years, would be promoted to the role of CEO for the Zellis business unit. John Petter previously had a dual role as Group CEO and Managing Director of the Zellis business unit but will now focus solely on his role as Group CEO.

Customer and industry events

Zellis User Summit 2024, which place in November, broke records for scale and attendance. Nearly 400 payroll and HR industry professionals, industry partners, and colleagues gathered for a day of company and product updates, keynote presentations, and live panels with customers sharing their experiences. Audiences got a closer look at the new Zellis HCM AIR solution, and heard direct, positive feedback from some of its earliest adopters.

Further evolution: Acquisition of elementsuite

Finally, in the culmination of a truly incredible period of growth and success for the business, Zellis made an exciting announcement which delivered on its commitment to growth and expansion of its solution for customers. In January 2025 (during the second half of FY25), Zellis announced a definitive agreement to acquire AI-enabled HR software company elementsuite.

The combined offering of an end-to-end AI-powered HR and payroll platform will provide Zellis' customers with additional HR functionality alongside Zellis' market-leading payroll technology.

Moorepay

Following the successful launch of Phase 2 of its HR and payroll product integration between Moorepay and Natural HR, Moorepay is experiencing significant success in acquiring new customers and upselling additional software modules to existing clients. This latest phase enhances the alignment of the user interface (UI) and user experience (UX) across Moorepay's payroll and HR product, while introducing additional HR functionality to the Moorepay mobile app. Our new all-in-one HR and payroll platform now drives 45% of our new sales wins, a percentage that continues to grow month after month.

Creating a cohesive all-in-one HR & payroll solution

The decision to remove the Natural HR brand and rebrand as Moorepay has resonated positively with customers, who report a more seamless and unified experience—perceiving the integration as one cohesive product and service rather than two distinct brands. This streamlined approach has been reinforced by an optimised and joined-up implementation and support model.

Upgrading to Next Generation payroll solution

In 2021 Moorepay set out on a mission to upgrade all our payroll customers to our Next Generation payroll solution, offering advanced security, enhanced reporting capabilities, and a user-friendly mobile app for employees. To date, 80% of our customers have successfully upgraded, with the remaining 20% scheduled to transition within the next year.

Looking ahead to the second half of FY25, Moorepay plans to further develop its brand and product positioning. This initiative aims to firmly establish the company as a comprehensive, all-in-one provider of payroll and HR software and services to SMBs in the UK and Republic of Ireland.

Benefex

Benefex continued to perform strongly through growth in customer accounts and new business. The company has continued to generate a strong global pipeline of sales opportunities to pursue.

Two significant investments significantly expand value

In addition to its organic growth, Benefex has had a busy first half of the year for M&A, announcing two significant investments in a short period of time. The first was a combination with Benify, a global provider of benefits technology. Combined, Benefex and Benify will support some 3,000 companies across more than 100 countries. This will transform and align

the experiences of more than five million employees via technology products for employee benefits, wellbeing, rewards and recognition, and communications.

Benefex also announced the acquisition of employee benefits business Vebnet from Standard Life, part of Phoenix Group. Upon completion, 31 corporate customers will transfer to Benefex, resulting in more than 140,000 employees being added to its platform. Transferring clients from Standard Life will also have the option to further enhance their employee benefits technology through the wider product offering on OneHub and an expanded geographic footprint of Benefex's services.

Benefex continues to develop its OneHub product with additional feature depth as well as the recent launch of OneHub Wallet, which creates an opportunity for hyper-personalisation of benefits through a card-based allowance.

Industry awards and recognition

Benefex was presented with a host of industry awards and accolades, including Employee Benefits Provider Award at The Rewards 2024, Benefits Innovation of the Year at The WSB Awards, and Total Rewards Solution Provider of the Year (GOLD) at the Stevie Awards. The company also won Top 25 Work Tech Vendors in the World at the Inspiring Workplaces Work Tech Awards. Furthermore, in recognition of its positive culture and working practices, Benefex was once again named in the Sunday Times as one of the Best Places to Work.

In addition to customer growth, Benefex has also expanded its strategic partnerships globally, including new partnerships with Workday and Microsoft. These two partnerships are specifically focused on ensuring the seamless flow of data to and from OneHub, powered by OneHub Connect and its depth of API connectivity. This will continue to be an area of focus for the remainder of the year, to both support an integrated experience for mutual customers and drive further revenue growth.

John Petter, CEO of Zellis Group, commented:

“This has been a pivotal period of transformation and growth for Zellis Group. We’ve seen the launch of our game-changing Zellis HCM AIR suite, the acquisition of Benify, elementsuite and Vebnet, and a string of recognitions from authoritative external bodies. All of these developments firmly underline our commitment to innovation and excellence, validated and reinforced by our new relationship with Apax Partners.

“By focusing on building intelligent solutions and strong customer relationships, all parts of the Group have helped to strengthen our market position and set new standards for the sector. Meanwhile, our colleagues and partners have played a central role in progressing our sustainability and ESG journey, helping us to deliver a positive impact for our people, our customers, and the communities we operate in.”



John Petter
CEO
Zellis Group