



---

# **Business Plan – Hey Games B.V** **2024/2026**

# Summary

- **1. Overview of the Business and IP related**
- **2. Management Structure**
- **3. Business Forecast**
- **4. Business Strategy and Plans**
- **5. Key Partners/Suppliers**
- **6. Risks**
- **7. Legal Support**
- **8. KPIs**
- **9. Policies and Procedures**

# 1. Overview of the Business and IP related

- Over the years, gambling marketing, including sports betting has caught the attention of several businessmen and entrepreneurs. And why not? After all, the sports betting industry has emerged as the fastest growing and one of the most promising.
- USA sports betting reference:
- As per the research conducted by Eilers & Krejcik Gaming, LLC, in the year 2017, the sports betting market was worth \$270 million, also in the United States. According to recent research conducted by PRNewswire, the sports betting market is expected to grow by \$134.06 billion! These are the reasons why several industry leaders are rushing to invest in the lucrative sector through online sports betting software solutions. How to start a sports betting business has successfully become one of the most searched queries on various search engines in recent times.
- World sports betting reference:  
Without doubt the value of the global sports betting market is very hard to estimate because of the lack of consistency on how it is regulated in some countries. Few of the analysis put the value of the sports betting industry at between 700 billion U.S. dollars and 1,000 billion U.S. dollars.
- Gambling Market:
- It is good to know that sports betting make up about 13% of the global gambling market, which also includes lotteries, casinos, gaming machines, bingo and other gaming paraphernalia. That's why sports betting is a great attraction for customers, but the other games cannot be ignored.

# 1. Overview of the Business and IP related

- The company Hey Games B.V offers online gaming worldwide through some platforms and, as it is headquartered in Curaçao, is required to have a license in full force in that jurisdiction.
- The company exists since 2023 and is related to the market since August 3rd, 2023, considering the interaction of its group and any gambling businesses controlled or in common control by the UBO.
- The company has history with the offer of the online games and sports betting through the BetConstruct Platform (White Label), which is a pioneer in several countries in online casino, sportsbook and sports book API.
- The domain seubet.com is currently operated under a sub-license granted to SuperJogos N.V. The Company plans to transition to managing operations directly under its own sub-license with CIL in the near future, or under the NOOGH License once it becomes available.

# 1. Overview of the Business and IP related

- The business plan explains in detail about the company in the global game.
- The company has BetConstruct experience in terms of structure, information security and technologies, so it offers more than 15 thousand games on its platform. In addition, your experience with digital marketing allows you to build a solid customer base
- Currently, the company has its own base of more than nine hundred thousand registered customers and has potential for growth, as the market in which it operates has shown, through recent research, to be on the rise.
- The company always show our unwavering commitment to sustainability, both individually and as a company, by actively participating in our communities and integrating sustainable business practices wherever possible.
- Our DNA is committed to the customer, providing the best support and experience 24 hours a day, 7 days a week.

# 1. Overview of the Business and IP related

## MISSION:

Bringing online games and sports betting to people as **entertainment**, generating joy, relaxation and fun in their free time.

## VISION:

To be one of the largest **entertainment** gaming and betting platforms in Latin America, being a reference for an environment that practices the **Responsible Gaming Policy**.



## VALUES:

- **Transparency:** We believe in assertive, open and honest communication with internal teams, customers and other stakeholders, respecting confidentiality and privacy issues.
- **Creativity:** We believe that finding ideas and relating intelligent solutions to the most varied challenges in our market brings a lot of value to the success of the organization, our customers and our partners.
- **Sustainability:** We believe that for the ecosystem to be successful it is necessary to create a value chain in which we focus on the social and financial sustainability of all stakeholders.
- **Innovation:** We believe in a world in constant transformation and for this reason we understand that our business must follow market trends without harming our mission, our vision and our guiding principles.
- **Collaboration:** We believe that “no man is an island”, so we assume that our ecosystem achieves success when we build together, through creativity, innovation, transparency and sustainability.

# 1. Overview of the Business and IP related

## SWOT ANALYSIS

### Strengths:

1. Variety of Markets: We offer a wide range of betting options on different sports and events.
2. Tradition and Credibility: Our brand has been consolidating itself and the White Label/Platform we use, BetConstruct, is already consolidated in different countries.
3. Ease of Navigation: Intuitive and easy-to-use platform attracts more customers and being a White Label makes our management easier.

### Weaknesses:

1. Technological Dependence: Technical problems can affect the user experience, which requires a very close relationship to manage possible crises.
2. Crisis management in case of technological problems: We are free to handle the front end, but the entire back end is the responsibility of the technology base supplier (BetConstruct)
3. Payment Limitations: Restrictions on payment methods can be an obstacle.

### Opportunities:

1. Market Expansion: The growing popularity of sports betting and regulation in different countries offers opportunities to attract new customers.
2. Partnerships with Clubs and Leagues: Collaborations with sports teams can increase visibility and trust.
3. Technological Innovation: Development of mobile applications, virtual reality and other technologies.

### Threats:

1. Intense Competition: Despite a booming market, there are large players with high financial investments.
2. Regulation and Legislation: Changes in laws can affect operations and increase operating costs.
3. Negative Image: Scandals or integrity issues can damage reputation.

# 1. Overview of the Business and IP related

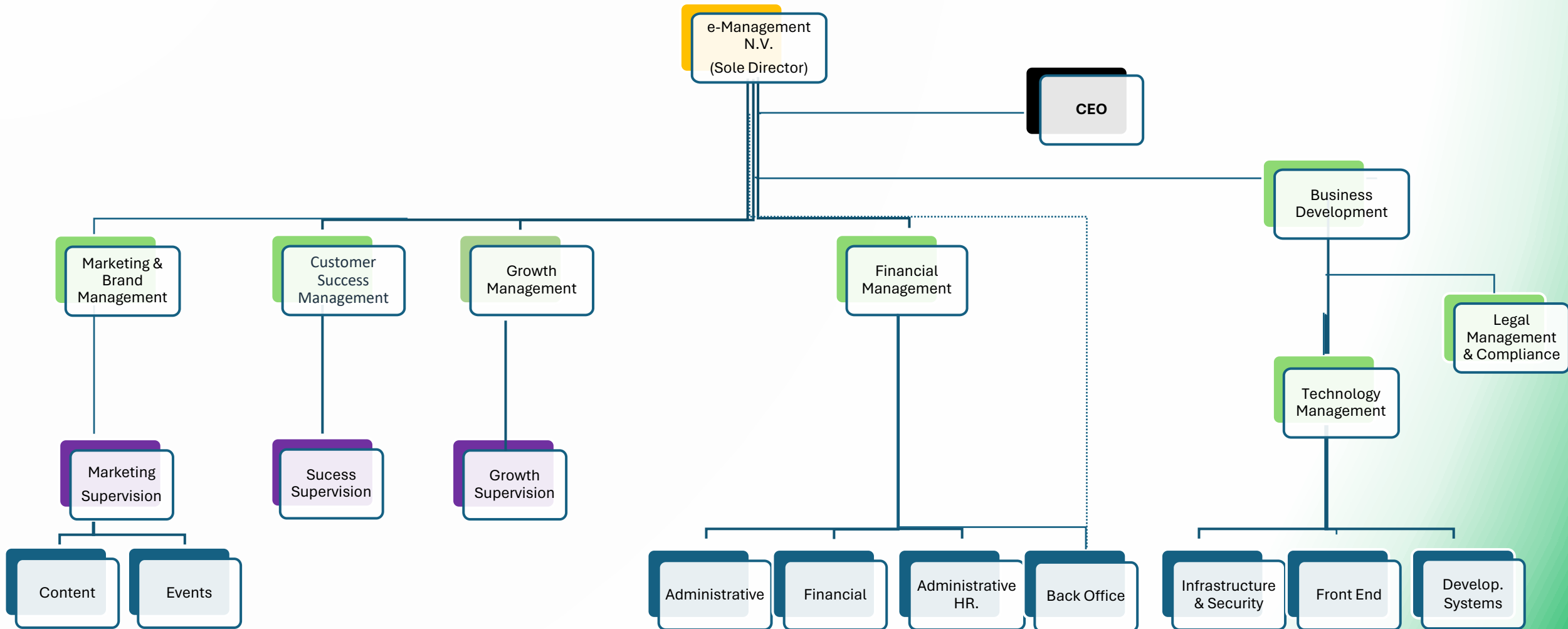
- **Casino Online:** similar to physical ones, the difference is that they occur in a virtual environment. The user can play games such as roulette, slots and poker from their own home.
- **Sportsbook:** the player/user can bet on various sports competitions including golf, football, basketball, baseball, ice hockey, football, horse racing, boxing and mixed martial arts, among others.
- **Sportsbook Api:** here the player sets up his own bet within the existing markets



# 1. Business Model Canvas

|                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>PARTNERS</b> <ul style="list-style-type: none"><li>• Meta Inc. (Facebook, Instagram)</li><li>• Google</li><li>• Joio Tecnologia (kwai)</li><li>• SuperJogos N.V.</li><li>• BetConstruction</li><li>• LDE Serviços Administrativos</li></ul> | <b>KEY ACTIVITY</b> <ul style="list-style-type: none"><li>• Online casino and sports betting platform management</li><li>• Marketing, branding and growth management</li><li>• Personnel management and outsourcing</li></ul> <b>KEY RESOURCES</b> <ul style="list-style-type: none"><li>• Platform/White label</li><li>• Business support and support team</li></ul> | <b>PROPOSAL OF VALUE</b> <p>Our core value proposition not only solidifies "SeuBet`s" position as a trustworthy and conscientious brand but also serves as a promise to customers that they are in an environment committed to healthy gaming practices."</p> | <b>CUSTOMER RELATIONSHIP</b> <ul style="list-style-type: none"><li>• Acquisition Through Paid Traffic</li><li>• Maintenance through direct contact practices and support through official channels</li></ul> <b>CHANNELS</b> <ul style="list-style-type: none"><li>• Instagram</li><li>• Whats App</li><li>• SMS</li><li>• E-mail</li><li>• E-mail Marketing</li><li>• Plataforma/site</li></ul> | <b>SEGMENTS</b> <ul style="list-style-type: none"><li>• Sports Betting</li><li>• Casino Online</li></ul> |
| <b>COST STRUCTURE 2024/2026</b> <ul style="list-style-type: none"><li>• Direct: 223.080.554</li><li>• Indirect: 39.669.537</li><li>• Fixed: 20.672.122</li><li>• Variables: 357.817.742</li></ul> <p>• Result = 154.395.093</p>                |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                               | <b>SOURCE OF REVENUE</b> <p>General Gross Revenue (GGR)</p>                                                                                                                                                                                                                                                                                                                                      |                                                                                                          |

## 2. Management Structure



## 2. Management Structure

- Job roles and responsibilities

### CEO

- He is in charge of overseeing all other executives and staff within the organization.
- He is tasked with board of directors and other executives to determine if the company is in accordance with its goals and policies.
- Charged with encouraging business investment.
- He also promotes economic development within communities.
- His in charge of directing the organization's financial goals, objectives and budgets.
- Implement the organization's guidelines on a day-to-day basis.

## 2. Management Structure

- Job roles and responsibilities

### Marketing and Brand Management

- In charge of meeting the sales targets of the organization through effective planning and budgeting..
- In charge of deciding strategies and techniques necessary for achieving the sales targets.
- In charge of mapping potential customers and generate leads for the organization. He should look forward to generating new opportunities for the organization.
- In charge of brand promotion.
- In charge of not only selling but also maintaining and improving relationships with the client.

## 2. Management Structure

- Job roles and responsibilities

### Customer Success Management

- Responsible for customer service
- Responsible for meeting service goals with less time and better quality
- Responsible for level 1 support regarding registrations, deposits and withdrawals
- Responsible for the initial control of mandatory documentation
- Responsible for customer success
- Responsible for addressing calls that need level 2 support to other technical areas and giving feedback to the customer

## 2. Management Structure

- Job roles and responsibilities

### Growth Management

- Responsible for developing a strategy for attracting, growing and retaining customers and partners
- Responsible for managing paid traffic and organic traffic management, including growth hacking and growth marketing strategies, together with marketing and branding management

## 2. Management Structure

- Job roles and responsibilities

### Financial Management

- In charge of the organization through effective planning and budgeting..
- It is responsible for controlling all receipts and payments from customers, as well as all service providers and third parties.
- Responsible for following all guidelines and keeping the financial structure running correctly.
- Responsible for the organization of the administrative structure.

## 2. Management Structure

- Job roles and responsibilities

### Business Development

- Manages vendor relationships.
- He also promotes economic development within communities.
- Collaborate with the board of directors to develop the policies and direction of the organization.
- He also provides adequate and timely information to the Board to enable it to effectively execute its oversight role.



## 2. Management Structure

- Job roles and responsibilities

### Technology Management

- He directs and develops a security plan.
- He protects the confidentiality, integrity and availability of the company's data and servers.
- He identifies and implement technology trends and platforms.
- He also communicates the company's technology strategy to investors, management, staff, partners, customers, and stakeholders.
- Evaluate and recommend technologies.
- Select and register company's domain names.
- Conduct code reviews and specification conformance testing.

## 2. Management Structure

- Job roles and responsibilities

### Legal Management & Compliance

- Ensures that our business transactions are in compliance with the law.
- Researches the law implicated by that transaction and advise on any negative effects it might create.
- Ensures that our legal decisions translate to a strong bottom line.
- Customer Experience.
- Responsible for keeping the team running and providing the best possible service to customers. Support and questions at all times, as well as help on how to make withdrawals and deposits by yourself.
- Responsible for regulatory affairs management

### 3. Business Forecast

- For 9 months, we extensively researched the market. When we registered our company, Hey Games B.V, and sealed our partnership with BetConstruct, a prototype of the website was developed and was running in a privately hosted environment. Lists of potential customers and partners were developed, and several were contacted to establish an emerging business relationship. We have also entered into agreements with several vendor partners to provide e-commerce opportunities in the online community.
- Initial market acceptance tests indicated a warm reception of the concept. With the tests completed in a safe environment and with adequate support from BetConstruct and our internal team, it was possible to "open doors" and launch ourselves into the market, guaranteeing quality and safety for our customers and partners, following the legislation and regulations relevant to our operations. .

### 3. Business Forecast (Resume)

| DESCRIPTION                             | 2024        | 2025        | 2026          |
|-----------------------------------------|-------------|-------------|---------------|
| Total Deposit Projection                | 545.886.091 | 996.452.856 | 1.122.828.019 |
| [=] Gross Revenue [GGR]                 | 163.159.861 | 297.097.292 | 334.776.665   |
| [-] Marketing Accounts                  | 4.242.156   | 7.724.530   | 8.704.193     |
| [-] Bonus                               | 4.153.611   | 7.724.530   | 8.704.193     |
| [-] Deposit Cost                        | 5.589.774   | 10.398.405  | 11.717.183    |
| [-] Withdrawal Cost                     | 4.080.451   | 7.427.432   | 8.369.417     |
| [-] Cost of Payment to Supplier         | 1.693.711   | 3.017.824   | 3.400.560     |
| [-] Platform Operating Cost             | 25.032.751  | 47.535.567  | 53.564.266    |
| [=] Gross Profit                        | 118.367.408 | 213.269.004 | 240.316.852   |
| %s/Gross Revenue                        | 72,5%       | 71,8%       | 71,8%         |
| [-] Operational expenses                | 5.592.063   | 7.261.114   | 7.818.945     |
| [=] Operating Result                    | 112.775.345 | 206.007.890 | 232.497.907   |
| %s/Gross Revenue                        | 69,1%       | 69,3%       | 69,4%         |
| [-] Expenses/Investment MKT             | 82.043.585  | 146.496.745 | 164.628.999   |
| [-] Traffic Expenses                    | 6.900.669   | 11.048.599  | 12.421.161    |
| [-] Expenses with external partnerships | 72.443.809  | 132.148.146 | 148.907.838   |
| [-] General Marketing Expenses          | 2.699.107   | 3.300.000   | 3.300.000     |
| [-] Large Scale Events                  | 4.317.950   | 0           | 0             |
| [=] Result                              | 27.015.019  | 59.511.145  | 67.868.908    |
| %s/Gross Revenue                        | 16,6%       | 20,0%       | 20,3%         |



# 3. Business Forecast (2024)

| DESCRIPTION                             | JAN/24     | FEV/24     | MAR/24     | ABR/24     | MAI/24     | JUN/24     | JUL/24     | AGO/24     | SET/24     | OUT/24     | NOV/24     | DEZ/24     | 2024        |
|-----------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| Total Deposit Projection                | 28.557.336 | 25.046.681 | 28.052.283 | 31.418.556 | 35.188.783 | 39.411.437 | 44.140.810 | 49.437.707 | 55.370.232 | 62.014.659 | 69.456.419 | 77.791.189 | 545.886.091 |
| [=] Gross Revenue [GGR]                 | 8.514.509  | 7.869.044  | 8.363.925  | 9.367.596  | 10.491.708 | 11.750.713 | 13.160.798 | 14.740.094 | 16.508.905 | 18.489.974 | 20.708.771 | 23.193.823 | 163.159.861 |
| [+] Marketing Accounts                  | 221.377    | 204.595    | 217.462    | 243.558    | 272.784    | 305.519    | 342.181    | 383.242    | 429.232    | 480.739    | 538.428    | 603.039    | 4.242.156   |
| [+] Bonus                               | 223.039    | 114.388    | 217.462    | 243.558    | 272.784    | 305.519    | 342.181    | 383.242    | 429.232    | 480.739    | 538.428    | 603.039    | 4.153.611   |
| [+] Deposit Cost                        | 269.158    | 183.445    | 292.737    | 327.866    | 367.210    | 411.275    | 460.628    | 515.903    | 577.812    | 647.149    | 724.807    | 811.784    | 5.589.774   |
| [+] Withdrawal Cost                     | 225.994    | 185.049    | 209.098    | 234.190    | 262.293    | 293.768    | 329.020    | 368.502    | 412.723    | 462.249    | 517.719    | 579.846    | 4.080.451   |
| [+] Cost of Payment to Supplier         | 126.051    | 83.170     | 100.367    | 93.676     | 104.917    | 117.507    | 131.608    | 147.401    | 165.089    | 184.900    | 207.088    | 231.938    | 1.693.711   |
| [+] Platform Operating Cost             | 1.177.929  | 1.104.494  | 1.296.408  | 1.451.977  | 1.626.215  | 1.821.360  | 2.039.924  | 2.284.715  | 2.558.880  | 2.865.946  | 3.209.859  | 3.595.043  | 25.032.751  |
| [=] Gross Profit                        | 6.270.961  | 5.993.904  | 6.030.390  | 6.772.772  | 7.585.505  | 8.495.765  | 9.515.257  | 10.657.088 | 11.935.939 | 13.368.251 | 14.972.441 | 16.769.134 | 118.367.408 |
| %s/Gross Revenue                        | 73,7%      | 76,2%      | 72,1%      | 72,3%      | 72,3%      | 72,3%      | 72,3%      | 72,3%      | 72,3%      | 72,3%      | 72,3%      | 72,3%      | 72,5%       |
| [+] Operational expenses                | 699.310    | 413.406    | 420.990    | 422.094    | 423.330    | 424.715    | 426.266    | 428.003    | 429.949    | 432.128    | 534.569    | 537.303    | 5.592.063   |
| [=] Operating Result                    | 5.571.651  | 5.580.498  | 5.609.400  | 6.350.678  | 7.162.175  | 8.071.050  | 9.088.991  | 10.229.085 | 11.505.989 | 12.936.123 | 14.437.872 | 16.231.832 | 112.775.345 |
| %s/Gross Revenue                        | 65,4%      | 70,9%      | 67,1%      | 67,8%      | 68,3%      | 68,7%      | 69,1%      | 69,4%      | 69,7%      | 70,0%      | 69,7%      | 70,0%      | 69,1%       |
| [+] Expenses/Investment MKT             | 4.584.885  | 4.260.303  | 4.171.888  | 4.978.152  | 5.087.471  | 6.098.849  | 6.321.589  | 7.590.261  | 7.869.667  | 9.461.089  | 9.811.576  | 11.807.856 | 82.043.585  |
| [+] Traffic Expenses                    | 509.314    | 682.716    | 176.634    | 536.468    | 214.033    | 665.409    | 260.946    | 827.152    | 319.794    | 1.030.042  | 393.613    | 1.284.548  | 6.900.669   |
| [+] Expenses with external partnerships | 3.787.233  | 3.370.835  | 3.720.253  | 4.166.684  | 4.666.686  | 5.226.688  | 5.853.891  | 6.556.358  | 7.343.121  | 8.224.295  | 9.211.210  | 10.316.556 | 72.443.809  |
| [+] General Marketing Expenses          | 288.338    | 206.752    | 275.000    | 275.000    | 206.752    | 206.752    | 206.752    | 206.752    | 206.752    | 206.752    | 206.752    | 206.752    | 2.699.107   |
| [+] Large Scale Events                  | 0          | 0          | 510.000    | 473.500    | 1.331.500  | 463.500    | 403.500    | 428.500    | 56.000     | 425.000    | 226.450    | 0          | 4.317.950   |
| [=] Result                              | 1.126.480  | 1.781.691  | 927.513    | 899.027    | 743.203    | 1.508.701  | 2.363.902  | 2.210.323  | 3.580.323  | 3.050.033  | 4.399.847  | 4.423.976  | 27.015.019  |
| %s/Gross Revenue                        | 13,2%      | 22,6%      | 11,1%      | 9,6%       | 7,1%       | 12,8%      | 18,0%      | 15,0%      | 21,7%      | 16,5%      | 21,2%      | 19,1%      | 16,6%       |

### 3. Business Forecast (2025)

| DESCRIPTION                             | JAN/25     | FEV/25     | MAR/25     | ABR/25     | MAI/25     | JUN/25     | JUL/25     | AGO/25     | SET/25     | OUT/25     | NOV/25     | DEZ/25     | 2025        |
|-----------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| Total Deposit Projection                | 78.569.101 | 79.354.792 | 80.148.340 | 80.949.823 | 81.759.321 | 82.576.914 | 83.402.684 | 84.236.710 | 85.079.078 | 85.929.868 | 86.789.167 | 87.657.059 | 996.452.856 |
| [=] Gross Revenue [GGR]                 | 23.425.762 | 23.660.019 | 23.896.619 | 24.135.586 | 24.376.941 | 24.620.711 | 24.866.918 | 25.115.587 | 25.366.743 | 25.620.410 | 25.876.615 | 26.135.381 | 297.097.292 |
| [-] Marketing Accounts                  | 609.070    | 615.161    | 621.312    | 627.525    | 633.800    | 640.138    | 646.540    | 653.005    | 659.535    | 666.131    | 672.792    | 679.520    | 7.724.530   |
| [-] Bonus                               | 609.070    | 615.161    | 621.312    | 627.525    | 633.800    | 640.138    | 646.540    | 653.005    | 659.535    | 666.131    | 672.792    | 679.520    | 7.724.530   |
| [-] Deposit Cost                        | 819.902    | 828.101    | 836.382    | 844.745    | 853.193    | 861.725    | 870.342    | 879.046    | 887.836    | 896.714    | 905.682    | 914.738    | 10.398.405  |
| [-] Withdrawal Cost                     | 585.644    | 591.500    | 597.415    | 603.390    | 609.424    | 615.518    | 621.673    | 627.890    | 634.169    | 640.510    | 646.915    | 653.385    | 7.427.432   |
| [-] Cost of Payment to Supplier         | 281.109    | 236.600    | 238.966    | 241.356    | 243.769    | 246.207    | 248.669    | 251.156    | 253.667    | 256.204    | 258.766    | 261.354    | 3.017.824   |
| [-] Platform Operating Cost             | 3.748.122  | 3.785.603  | 3.823.459  | 3.861.694  | 3.900.311  | 3.939.314  | 3.978.707  | 4.018.494  | 4.058.679  | 4.099.266  | 4.140.258  | 4.181.661  | 47.535.567  |
| [=] Gross Profit                        | 16.772.845 | 16.987.894 | 17.157.773 | 17.329.350 | 17.502.644 | 17.677.670 | 17.854.447 | 18.032.992 | 18.213.322 | 18.395.455 | 18.579.409 | 18.765.203 | 213.269.004 |
| %s/Gross Revenue                        | 71,6%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%       |
| [-] Operational expenses                | 1.072.524  | 544.894    | 545.155    | 545.417    | 545.683    | 545.951    | 546.222    | 546.495    | 546.772    | 547.051    | 637.333    | 637.617    | 7.261.114   |
| [=] Operating Result                    | 15.700.321 | 16.443.000 | 16.612.618 | 16.783.933 | 16.956.961 | 17.131.719 | 17.308.225 | 17.486.496 | 17.666.550 | 17.848.404 | 17.942.077 | 18.127.586 | 206.007.890 |
| %s/Gross Revenue                        | 67,0%      | 69,5%      | 69,5%      | 69,5%      | 69,6%      | 69,6%      | 69,6%      | 69,6%      | 69,6%      | 69,7%      | 69,3%      | 69,4%      | 69,3%       |
| [-] Expenses/Investment MKT             | 11.137.571 | 12.110.172 | 11.355.283 | 12.347.433 | 11.577.371 | 12.589.464 | 11.803.924 | 12.836.360 | 12.035.030 | 13.088.218 | 12.270.781 | 13.345.138 | 146.496.745 |
| [-] Traffic Expenses                    | 442.849    | 1.311.253  | 451.125    | 1.336.984  | 459.568    | 1.363.232  | 468.180    | 1.390.008  | 476.965    | 1.417.322  | 485.927    | 1.445.185  | 11.048.599  |
| [-] Expenses with external partnerships | 10.419.721 | 10.523.918 | 10.629.158 | 10.735.449 | 10.842.804 | 10.951.232 | 11.060.744 | 11.171.351 | 11.283.065 | 11.395.896 | 11.509.855 | 11.624.953 | 132.148.146 |
| [-] General Marketing Expenses          | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 3.300.000   |
| [-] Large Scale Events                  | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0           |
| [=] Result                              | 4.562.750  | 4.332.828  | 5.257.335  | 4.436.500  | 5.379.590  | 4.542.255  | 5.504.301  | 4.650.137  | 5.631.520  | 4.760.186  | 5.671.295  | 4.782.448  | 59.511.145  |
| %s/Gross Revenue                        | 19,5%      | 18,3%      | 22,0%      | 18,4%      | 22,1%      | 18,4%      | 22,1%      | 18,5%      | 22,2%      | 18,6%      | 21,9%      | 18,3%      | 20,0%       |



# 3. Business Forecast (2026)

| DESCRIPTION                             | JAN/26     | FEV/26     | MAR/26     | ABR/26     | MAI/26     | JUN/26     | JUL/26     | AGO/26     | SET/26     | OUT/26     | NOV/26     | DEZ/26     | 2026          |
|-----------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|
| Total Deposit Projection                | 88.533.629 | 89.418.966 | 90.313.155 | 91.216.287 | 92.128.450 | 93.049.734 | 93.980.231 | 94.920.034 | 95.869.234 | 96.827.926 | 97.796.206 | 98.774.168 | 1.122.828.019 |
| [=] Gross Revenue [GGR]                 | 26.396.735 | 26.660.702 | 26.927.309 | 27.196.582 | 27.468.548 | 27.743.233 | 28.020.666 | 28.300.872 | 28.583.881 | 28.869.720 | 29.158.417 | 29.450.001 | 334.776.665   |
| [-] Marketing Accounts                  | 686.315    | 693.178    | 700.110    | 707.111    | 714.182    | 721.324    | 728.537    | 735.823    | 743.181    | 750.613    | 758.119    | 765.700    | 8.704.193     |
| [-] Bonus                               | 686.315    | 693.178    | 700.110    | 707.111    | 714.182    | 721.324    | 728.537    | 735.823    | 743.181    | 750.613    | 758.119    | 765.700    | 8.704.193     |
| [-] Deposit Cost                        | 923.886    | 933.125    | 942.456    | 951.880    | 961.399    | 971.013    | 980.723    | 990.531    | 1.000.436  | 1.010.440  | 1.020.545  | 1.030.750  | 11.717.183    |
| [-] Withdrawal Cost                     | 659.918    | 666.518    | 673.183    | 679.915    | 686.714    | 693.581    | 700.517    | 707.522    | 714.597    | 721.743    | 728.960    | 736.250    | 8.369.417     |
| [-] Cost of Payment to Supplier         | 316.761    | 266.607    | 269.273    | 271.966    | 274.685    | 277.432    | 280.207    | 283.009    | 285.839    | 288.697    | 291.584    | 294.500    | 3.400.560     |
| [-] Platform Operating Cost             | 4.223.478  | 4.265.712  | 4.308.369  | 4.351.453  | 4.394.968  | 4.438.917  | 4.483.307  | 4.528.140  | 4.573.421  | 4.619.155  | 4.665.347  | 4.712.000  | 53.564.266    |
| [=] Gross Profit                        | 18.900.062 | 19.142.384 | 19.333.808 | 19.527.146 | 19.722.417 | 19.919.642 | 20.118.838 | 20.320.026 | 20.523.227 | 20.728.459 | 20.935.743 | 21.145.101 | 240.316.852   |
| %s/Gross Revenue                        | 71,6%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%      | 71,8%         |
| [-] Operational expenses                | 1.251.121  | 578.382    | 578.675    | 578.971    | 579.270    | 579.573    | 579.878    | 580.186    | 580.497    | 580.812    | 675.629    | 675.950    | 7.818.945     |
| [=] Operating Result                    | 17.648.941 | 18.564.002 | 18.755.133 | 18.948.175 | 19.143.147 | 19.340.069 | 19.538.960 | 19.739.840 | 19.942.729 | 20.147.647 | 20.260.114 | 20.469.151 | 232.497.907   |
| %s/Gross Revenue                        | 66,9%      | 69,6%      | 69,7%      | 69,7%      | 69,7%      | 69,7%      | 69,7%      | 69,7%      | 69,8%      | 69,8%      | 69,5%      | 69,5%      | 69,4%         |
| [-] Expenses/Investment MKT             | 12.512.827 | 13.608.778 | 12.758.150 | 13.876.130 | 13.008.405 | 14.148.857 | 13.263.690 | 14.427.065 | 13.524.106 | 14.710.865 | 13.789.757 | 15.000.369 | 164.628.999   |
| [-] Traffic Expenses                    | 496.624    | 1.475.163  | 505.950    | 1.504.158  | 515.463    | 1.533.735  | 525.167    | 1.563.906  | 535.066    | 1.594.684  | 545.165    | 1.626.081  | 12.421.161    |
| [-] Expenses with external partnerships | 11.741.203 | 11.858.615 | 11.977.201 | 12.096.973 | 12.217.943 | 12.340.122 | 12.463.523 | 12.588.158 | 12.714.040 | 12.841.180 | 12.969.592 | 13.099.288 | 148.907.838   |
| [-] General Marketing Expenses          | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 275.000    | 3.300.000     |
| [-] Large Scale Events                  | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0             |
| [=] Result                              | 5.136.114  | 4.955.224  | 5.996.982  | 5.072.044  | 6.134.742  | 5.191.212  | 6.275.270  | 5.312.776  | 6.418.623  | 5.436.782  | 6.470.357  | 5.468.782  | 67.868.908    |
| %s/Gross Revenue                        | 19,5%      | 18,6%      | 22,3%      | 18,6%      | 22,3%      | 18,7%      | 22,4%      | 18,8%      | 22,5%      | 18,8%      | 22,2%      | 18,6%      | 20,3%         |

## 4. Business Strategy and Plans

- According to the forecast for the next 3 years presented previously, Hey Games B.V. intends to execute this plan with resources from a financial loan to start the operation, to be paid within 5 years of the start of the operation. This loan was made in advance of services provided by LDE Serviços Administrativo Ltda., a company contracted for an indefinite period of time to provide marketing, branding and growth services for Hey Games B.V., as well as labor outsourcing services, planned and regulated by current Brazilian legislation.
- The sports betting and online casino market has shown significant increase and expansion in recent years, indicating the major challenges for its operators, such as Hey Games B.V, especially related to technological trends and innovations, information security, as well as software development involved. in marketing and receiving resources to operate. On the other hand, it is exactly the ease of consumption of applications and electronic games that transforms the sports betting and online casino market into highly attractive entertainment for ordinary users who want to have fun responsibly.
- The company recognizes this environment and wishes to monitor technological innovations, information security, monitor the most relevant games, continuously study the personas that best suit the niche of activity to establish a lasting relationship with the target audience, in order to maintain a competitive position. in the market.



## 4. Business Strategy and Plans

- Our Target Market cuts across people of different walks of life, 18 years of age and older. Different people have different instincts for different sports. We will work towards providing services, facilities and environment that will help us reach out to our target audience. These are the category of people that we intend to reach;
- Working Class Adults/Corporate Executives
- Business People/Entrepreneurs
- Government Officials
- Celebrities
- Sports Men and Women
- Tourists
- Our competitive advantage

## 4. Business Strategy and Plans

- The company understands that what attracts people to betting websites are the various games, security and interesting odds that is offered by the operator.
- The company can also boast of having a team of highly qualified professionals who will work with all our clients and make it easy and comfortable for them in all the sports betting, casino and other types of online games we offer and also our odds are the very best in the industry.
- We are open 24/7 in order for us to accommodate people with different time preference. We will also make sure that our employees will be well taken care of, and their welfare package will be among the best within our category.

## 5. Key Partners/Suppliers

- In order to guarantee the quality of its services, the company needs the following partners and systems:
  - Meta Inc (Facebook, Instagram)
  - Google
  - Joio Tecnologia (kwai)
  - SuperJogos N.V.
  - Bet Construction
  - LDE Serviços Administrativos
- The company has a risk management policy that provides general instructions and principles for dealing with losses and interruptions to its services. One of the most important interventions, in these cases, is preventive maintenance carried out in an approved environment with the supplier – BetConstruct.
- Even so, in the event of corrective maintenance that makes services unfeasible, customers are notified before carrying out any operation so that they are not harmed.

## 6. Risks

- As company's activities has risk involveds, such the risk of hacker attacks, interruption of essential services needed for the operational, and others, the company's risk management team developed the following guideline to asses, audit, mitigate and respond to those risks:
  - Constant monitoring of operations through software and automated notifications
  - Direct channel from the Risk team to the provider BetConstruct, through technical calls at level 2 and level 3, with with predetermined "service level agreement" (SLA)

## 7. Legal Support

- The Management structure presented above interact with each other in the following manner:
- The general management interacts directly with the co-owner of Hey Games B.V and also interacts with its direct leaders, through weekly meetings. Every month there is a general presentation of operational results and the alignment of strategies defined for the year and for the three-year period are monitored and, when necessary, they are redefined.
- Strategic decisions must be made based on data and in line with previously approved planning.

## 8. KPIs

- The company has the following indicators to show business development in the short (1), medium (2) and long term (3 years):
  - Number of new registrations
  - Average deposit ticket
  - General Gross Revenue
  - New Registration X 1st Deposit
  - LTV (life time value)

## 9. Policies and Procedures

- Finally, the company has its main activities carried out internally, such as managing the online casino and sports betting platform, media and paid traffic management and personnel management, taking advantage of external consultancy services from specific partners in terms of external consultants. for large events, legal advisors and technology companies, when necessary.
- The interaction of internal and external teams helps the company to meet the requirements and deadlines established by the GCB, in order to:
  - financially guarantee the operation;
  - comply with current legislation and regulatory bodies;
  - enable responsible gaming methods and policy;
  - establish anti-fraud, anti-money laundering and anti-terrorism tools; - promote appropriate corporate governance solutions and maintain qualified personnel available to act in these situations.