

Business Plan

Superlogos N.V.

2024 - 2026

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Brands

Maxima Bet	www.maximabet.net	
Bettt	www.bettt.com	
Boombets	www.boombets.com	
Ganhe	www.ganhe.bet	
Meugreen	www.meugreen.com	
Empolgabet	www.empolgabet.com	
Seubet	www.seubet.com	
Unicagames	www.unicagames.bet	
Claro	www.claro.bet	
XP Games	www.xpgames.bet	
Rei do Cassino	www.reidocassino.com	
Pegobet	www.pegobet.com	Inactive domain

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.

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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 SuperJogos 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 2021 and is related to the market since 2022, considering the interaction of its group and any gambling businesses controlled or in common control by the UBO.
- The company, with a long history in the market, has stood out for its wide range of games. Working with the largest providers in the market, such as Pragmatic, Playtech, and PG Soft, the company has managed to build a diverse catalog that caters to a wide range of player preferences. Over the years, the company has consistently added new titles to its portfolio, keeping up to date with the latest trends in the gaming market. This has allowed the company to maintain a loyal customer base, who appreciate the variety and quality of the games offered. In addition, the company has made strategic partnerships with various game providers, which has allowed it to offer exclusives and early releases. These partnerships have been fundamental to the company's success, as they allow it to differentiate itself in a highly competitive market. In summary, the company has a long history of success in the gaming market, thanks to its wide range of games and its strategic partnerships with various providers. With its customer-centered approach and commitment to innovation, the company is well positioned to continue to thrive in the future.

1. Overview of the Business and IP related

- The business plan explains in detail about the company in the global game.
- Currently with a base of more than approximately 400 thousand players, and an expectation of exponential growth, since the gaming sector it operates in is a market with very specific customers and the new sports betting and casino markets are broader. Now the company is looking to deliver more products and services to its customers.
- 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 24/7.

1. Overview of the Business and IP related

Mission: Promoting fun through games.

Vision: To be a world reference in relationship with gaming customers.

Values: Security, Sustainability, Fun and Professionalism.

SWOT - BET

STRENGTH

- *Profitable model
- Knowledge and networking in the online gaming market
- *Authority in the poker and betting market
- *Own license

OPPORTUNITIES

- Brazil and Latin America are the global focus. **Growth potential** and investors
- An **emerging market**, with many opportunities for entrepreneurship (new games, platforms, and services)



WEAKNESSES

- *Dependency on few clients
- *Not having your own platform

THREATS

- *Much larger operators and better positioned in the market and in politics.
- *Market regulation

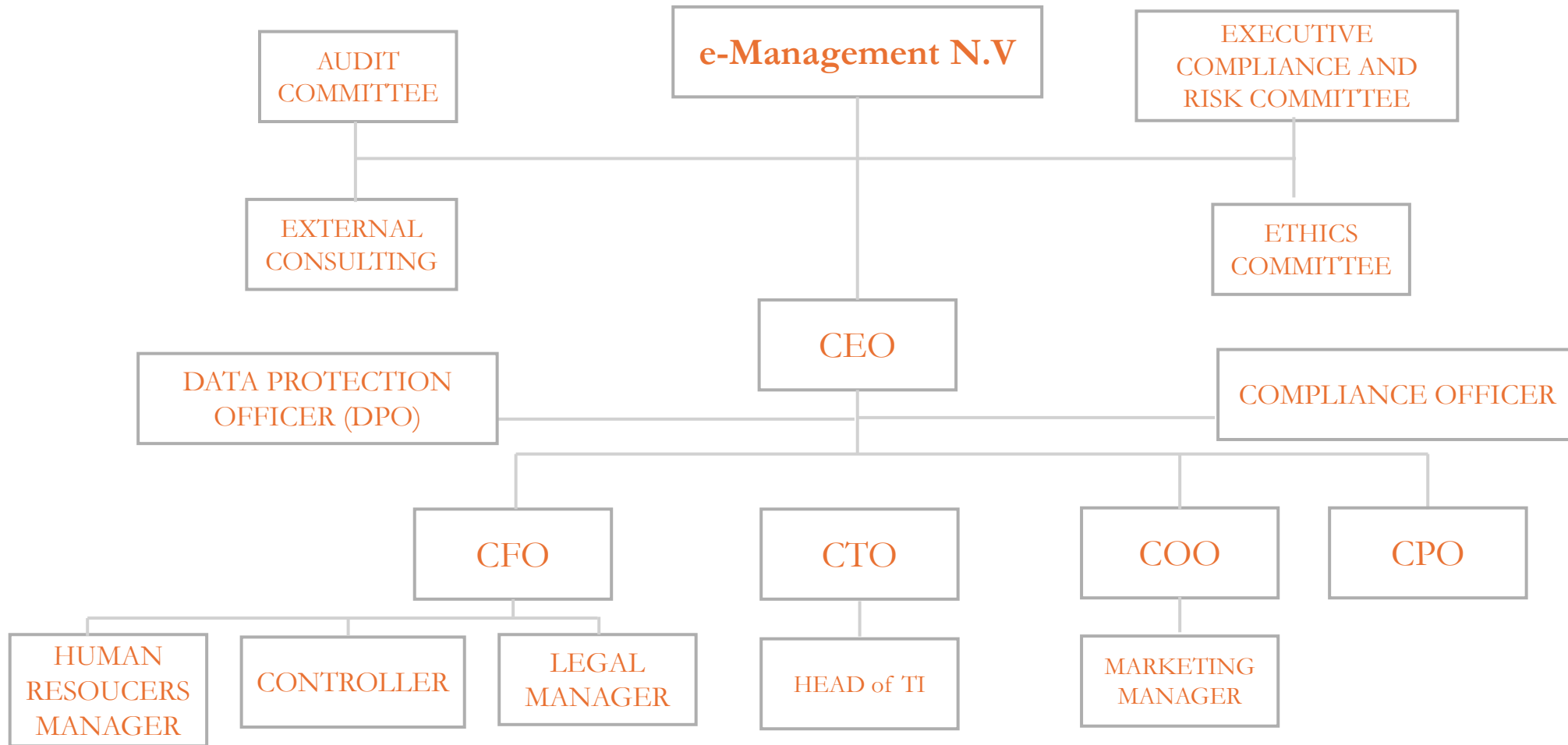
Business Model Canvas

PARTNERS	KEY ACTIVITY	PROPOSAL OF VALUE	CUSTOMER RELATIONSHIP	SEGMENTS
BetConstruct Paybrokers Safeway LaFinteca Exato Digital CAF Twillio Mandrill Petrone Garcia Pavoni Sociedade de Advogados	Platforms to operate betting games.		Next, focused on partners with potential and working towards partner growth	Sportbook, Football Bet, Casino Suite, Virtual Games, Virtul Sports, Live Dealer Casino, Skill Games
	KEY RESOURCES		CHANNELS	
	Platforms. Licenses. Payment Methods		Products are offered per website Contact by telephone.	
COST STRUCTURE		SOURCE OF REVENUE		
Platform providers, internal and support team, licenses and office.		Technology fee based on GGR of client operations, setup, services and spreads.		

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2. Management Structure



2. Management Structure

- ⇒ The Board of Directors is at the top of the structure, representing the highest governing body.
- ⇒ The CEO (Chief Executive Officer) is responsible for overseeing all company operations and reports directly to the board.
- ⇒ The CFO (Chief Financial Officer) and the COO (Chief Operating Officer) are the top executives who work under the CEO's supervision and lead the financial and operational areas, respectively.
- ⇒ Other functional divisions such as Human Resources (HR), Information Technology (IT), Marketing, Finance, Sales, and Product Development are below the CEO and are led by corresponding executives.

I. 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

II. CHIEF TECHNOLOGY OFFICER

- 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

III. 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.

IV. FINANCIAL AND REGULATORY

- 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.

2. Management Structure

V. MARKETING AND BRAND MANAGER

- 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

VI. LEGAL

- 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.

VII. 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.

3. Business Forecast

- We have researched the industry extensively and a prototype site has been developed and is up and running in a privately hosted environment and prospective customer and partner lists have been developed and several have been contacted for establishing an emerging business relationship. We has also built agreement with several vendor partners to offer ecommerce opportunities within the online community
- Initial market acceptance tests have indicated a warm welcome of the concept. This to show that we are bent on making the company the best.

3. Business Forecast

Per Brand

Cash Flow Projections	Month/Year	Month/Year	Month/Year
Revenue (GGR)	€150.000	€250.000	€400.000
Costs	€12.000K	€25.000	€40.000
Results	€138.000	€225.000	€360000
Reinvestments	Value (MM)	Value (MM)	Value (MM)

4. Business Strategy and Plans

- According to the forecast for the next 3 year presented before, the company intends to execute and perform such plan with funding originated from [The company already operated in the gambling sector with a poker application, the initial investment was 250 thousand Euros
- The market has been volatile in recent years, indicating the main challenges to operating your business, especially related to trends related to costs/revenues involved in marketing and receiving funds to operate.
- The company recognizes this environment and wants to track and adjust some related strategies 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;

- Young adults and adults;
- Casual games;
- Hardcore gamers;
- International audience;
- Fans of specific games.

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

- For guaranteeing the quality of its services, the company requires the following services and systems: Platform Supplier: Bet Construct - Game Software Providers: Playtech, Betconstruct, Pragmatic Play, NetEnt, Microgaming among others - Payment Solutions Providers: Safeway, Paybrokers, Zimpler, and Lafinteca.
- The company has a risk management policy to give general instructions and principles to deal with losses and interruptions of its services. The most important intervention in such cases are:
- Diversification of Suppliers: To reduce the risk of excessive dependence on a single supplier, we have various partnerships, as mentioned above. This involves working with multiple game software and payment service providers.
- Monitoring Supplier Performance: We monitor the performance of our suppliers, including assessment of their financial stability, delivery capabilities, and compliance with regulatory standards.
- Insurance and Loss Protection: Details: We have contracts with all companies with clauses that protect us and our users in case of a breach or unsuccessful offer.

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:

SuperJogos recognizes the importance of effective risk management to protect its assets, ensure business continuity and meet the expectations of all interested parties. This policy establishes clear guidelines for the identification, assessment, mitigation, auditing and supervision of risks in all areas of the company's operations.

Principles:

1. Commitment to Risk Management: Suprema360's senior management is committed to to ensure their effectiveness and relevance promoting an organizational culture that values proactive risk management at all levels of the company.

2. Integrated Approach: Risk management will be integrated into decision-making processes across the organization, including commercial, financial, technological and strategic operations.

3. Risk Identification and Assessment: The company will regularly carry out risk assessments to identify and evaluate potential risks that may affect its objectives and operations.

4. Risk Mitigation: Appropriate measures will be implemented to mitigate identified risks, using effective internal controls, policies, procedures and appropriate technologies.

5. Internal Audit: The internal audit team will be responsible for conducting independent reviews of internal controls, business and financial processes to ensure their effectiveness and compliance.

6. External Audit: The company will hire qualified external auditors to carry out independent reviews of its internal controls, business and financial processes, ensuring compliance with applicable accounting standards and regulations.

7. Oversight and Governance: Oversight committees, such as the Audit Committee, will be established to provide independent oversight of risk management and internal control processes.

8. Continuous Improvement: SuperJogos is committed to the continuous improvement of its risk management practices, regularly reviewing its policies, procedures and controls to ensure their effectiveness and relevance.

Responsibilities:

- Senior management is responsible for establishing the strategic direction and objectives related to risk management. All employees are responsible for identifying and reporting risks in their areas of responsibility, as well as complying with the company's risk management policies and procedures.
- The internal audit team is responsible for conducting regular audits to ensure compliance with risk management policies and procedures.
- Communication and Training: Suprema360 will provide appropriate training and guidance to employees at all levels of the organization to increase awareness of safe and effective risk management practices.
- Review and Update: This policy will be reviewed regularly to ensure its continued effectiveness and relevance in the face of changes in business operations, regulations and industry best practices.

7. Legal Support

- The CEO is responsible for leading the company and ensuring that its vision is effectively implemented. He works closely with other members of senior management to define strategic goals and direct day-to-day operations. In this way, he acts as a communication link between senior management and the board of directors, providing regular updates on company performance and ongoing strategies.
- On the other hand, the board of directors is responsible for providing supervision and strategic guidance to the company. It reviews and approves key strategic decisions, such as mergers and acquisitions, major investments, and changes in the company's direction. The board also monitors the company's financial and operational performance, ensuring that shareholders' interests are met.
- SuperJogos operates with partners from various fields, such as technology suppliers, game developers, advertising companies, as well as external legal counsel. They contribute to the company's governance by providing expertise in their specific areas and adhering to the contractual terms established in commercial agreements.
- External consultants, such as lawyers, accountants, and regulatory compliance experts, play an important role in advising the company on specific issues by providing specialized guidance and helping the company understand and comply with relevant laws and regulations.
- SuperJogos encourages employees, customers, regulators, investors, and other stakeholders interested in the company to provide valuable feedback and insights on the company's performance and governance practices.

7. Legal Support

- Strategic decision-making is carried out through a collaborative process involving multiple stakeholders:
 - ↓ Data Analysis and Research: The management team and external consultants may conduct market analysis, feasibility studies, and data analysis to inform strategic decisions;
 - ↓ Discussions and Deliberations: The CEO, senior management, and the board of directors hold meetings to discuss and deliberate on available strategic options;
 - ↓ Risk and Opportunity Assessment: Stakeholders consider the risks and opportunities associated with each strategic decision and assess their potential impact on the company's future performance;
 - ↓ Decision Making: After considering all available information, the board of directors makes the final decision that best serves the interests of the company and its stakeholders.

8. KPIs

- The company has the following measurement indexes for showing the médium-term business development:

✧ GAME VOLUME

Objective: We set an annual percentage increase in game volume. For example, a 20% increase compared to the previous year.

Business Opportunities: We identify specific areas or markets with growth potential. We develop targeted marketing campaigns to attract more niche players.

✧ BET COUNT

Objective: Increase the bet count on specific events or types of games. For example, a 30% increase in bets on live sports events.

Business Opportunities: Analyze data to identify which events or games are most popular. Introduce special promotions or bonuses to encourage more bets in these segments.

✧ REGISTERED PLAYERS

Objective: Increase the base of registered players by a certain percentage and scale accordingly. For example, acquire 50,000 new registered players in the next quarter.

Business Opportunities: Improve the registration experience by simplifying the process. Launch targeted marketing campaigns on social media or affiliate websites.

✧ CONVERSION RATE

Objective: Improve the conversion rate over the next six months.

Business Opportunities: Conduct A/B tests on registration or deposit pages to identify what leads to a higher conversion rate.

Optimize the deposit and registration process to make it easier for players to sign up and deposit.

9. Policies and Procedures

- Finally, the company carries out its main activities internally, such as risk management and compliance, financial, tax, accounting, commercial, marketing, customer service, and an area dedicated to international expansion. Additionally, it relies on the external consultancy services of the law firm Petroni, Garcia, Pavoni Sociedade de Advogados, which provides support in corporate, tax, regulatory, contractual, and labor matters. Furthermore, SuperJogos relies on partners who perform AML checks and reports for each active player on the platform, with the aim of preventing identity fraud and ensuring that prohibited individuals do not use our services.
- The interaction between internal and external teams assists the company in meeting the requirements and deadlines established by the GCB, such as conducting regular audits, submitting financial and compliance reports within the stipulated deadlines, and implementing corrective measures in a timely manner as requested by the regulatory body. These commitments are essential for obtaining and maintaining the operating license. Additionally, the company commits to providing regular training for its internal team, ensuring that all employees are up-to-date with the latest regulations and able to act in compliance. These measures not only ensure compliance with regulatory requirements but also strengthen SuperJogos' integrity and reputation in the market.