

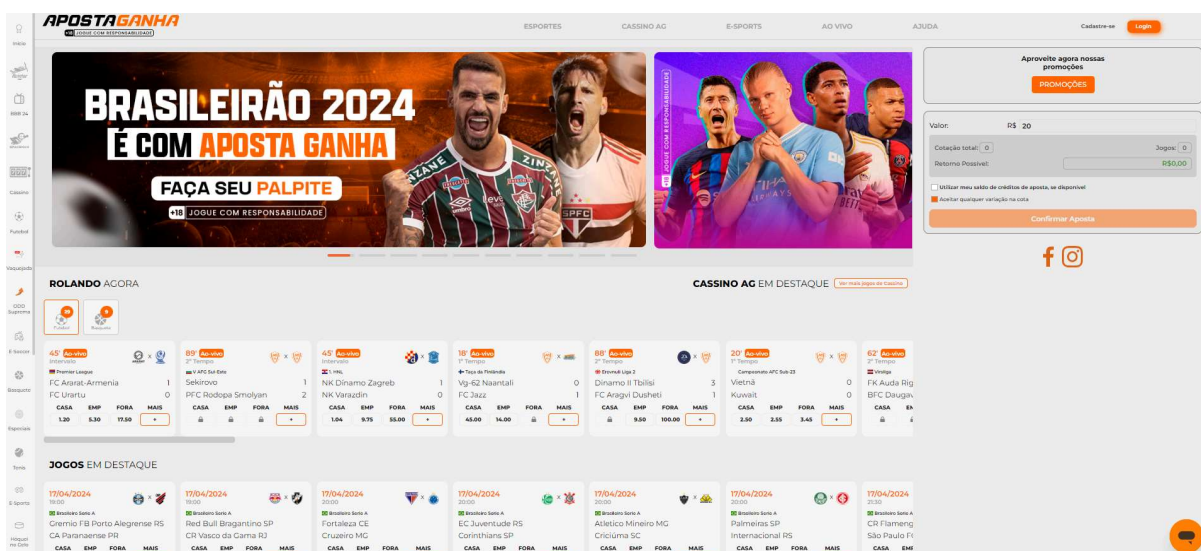
BUSINESS PLAN - Aposta Ganha

1. Executive Summary

- a. Aposta Ganha is a well-established brand in Brazil, known for its rapid growth between 2022 and 2023. The company provides a B2C service, offering a platform for sports betting enthusiasts. Aposta Ganha has built strong partnerships with leading suppliers in the industry, including SPRIBE, Evolution, Pragmatic Play, Sportradar, and others. This business plan outlines Aposta Ganha strategy for further expansion and market dominance.

2. Business Description

- a. Aposta Ganha is a trusted brand in the Brazilian market, offering a user-friendly platform for sports betting and casino games. Our services cater to a diverse audience of sports enthusiasts, providing them with a seamless and engaging betting experience.



3. Market Analysis

- a. The sports betting market in Brazil is experiencing significant growth, driven by increasing internet engagement and a growing interest in sports and casinos. Aposta Ganha has already established a strong presence in this market, and with the right strategy, there is immense potential for further expansion.

4. Competitive Analysis

- a. While there are other players in the Brazilian sports betting market, Aposta Ganha distinguishes itself through its established brand reputation, user-friendly platform, and strong conviction on the responsible game. These

factors give us a competitive edge in capturing market share and retaining customers.

5. Marketing Strategy

- a. Aposta Ganha marketing strategy focuses on leveraging our brand reputation and partnerships to attract new customers and retain existing ones. We will utilize a mix of digital marketing channels, including social media, search engine optimization, and targeted advertising, to reach our target audience effectively.

6. Operation Plan

- a. Our operations plan involves optimizing our platform for scalability and efficiency to handle increased demand as we expand our customer base. We will also focus on providing excellent customer support to ensure a positive user experience for our customers.

7. Risk Prevention

- a. At ApostaGanha we have developed internal policies to prevent risk in all operation level's, we identify, analyze, and prioritize risks based on their probability and impact. We mitigate risks using strategies such as prevention, detection, and effective response. We conduct internal audits to ensure the effectiveness of controls. Specialized committees oversee processes and implement effective policies. All risks are documented in detailed records for analysis and decision-making, fostering a culture of proactive risk management.

8. Legal and governance framework.

- a. This company has developed all internal law, audit and controllership departments where it has the responsibility to assure the internal governance policies .
- b. All board members have the same voting equivalence, the board members have deep knowledge of the Brazilian market and solid experience.

9. Policies and procedures.

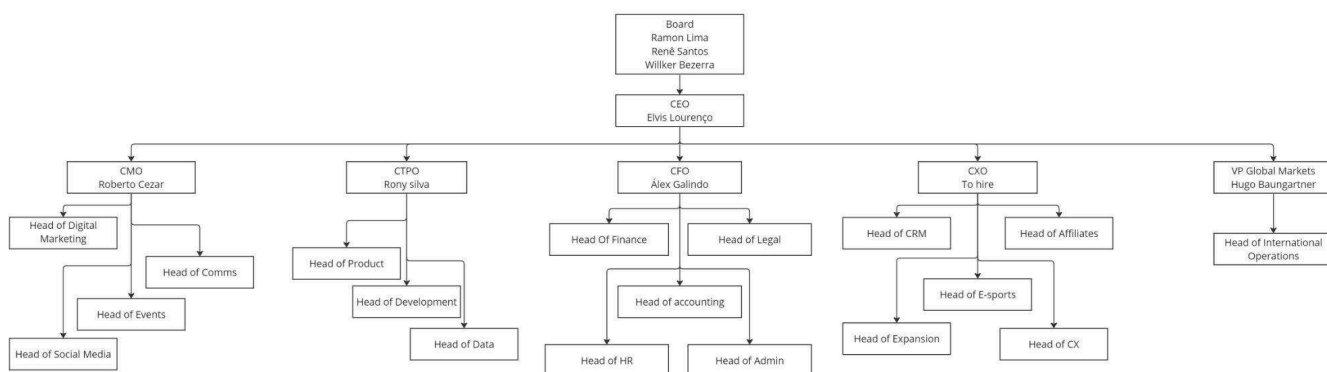
- a. The policies and procedures are developed internally by the organization's team or by external consultants specialized in corporate governance and regulatory compliance, depending on the needs and available resources. Timelines for policy implementation are established based on regulatory requirements and the organization's strategic priorities. It is crucial to keep the GCB informed to ensure transparency and compliance with standards and regulations. The board carefully assesses the qualification, competence, and absence of conflicts of the individual or entity responsible for implementing the policies and procedures, considering criteria such as experience,

academic background, and professional history. This ensures that they possess the necessary expertise to implement the policies as required by legislation and corporate governance best practices.

- Terms and Conditions of site usage;
- Responsible Gaming;
- Security and Privacy Policy;
- Self-Exclusion and Cooling-Off Period;
- KYC Policy;
- Dispute Resolution;
- AML Policy;
- Fairness and RNG Testing Methods;
- Accounts, Payments, and Bonuses.

10. Management.

- The board is composed of Mr Ramon Lima; Mr Renê Santos and Mr Willker Bezerra, within an organization. It starts with the CEO, Mr Elvis Lourenço, followed by the CMO, Mr Roberto Cezar, CTPO, Mr Rony Silva, CFO Mr Álex Galindo, and CXO, who is yet to be hired. There is also a VP of Global Markets, Mr Hugo Baungartner. Additionally, there are various heads of departments, including Digital Marketing, Affiliates, CRM, Finance, Legal, International Operations, Product, Comms, E-sports, Development, Accounting, Events, Expansion, CX, Data, Social Media, HR, and Admin.



11. Financial Plan

- Aposta Ganha aims to achieve sustainable growth while maintaining profitability. We will invest strategically in marketing, technology, and customer service to support our expansion efforts. Revenue will primarily come from commissions on betting transactions, with a focus on maximizing customer lifetime value having as suppliers providers as Paybrokers; Astropay; Pagfast; Zrobank and others.

b. Turnover forecast for 3 Years:

- i. 2024: 2.0B USD
- ii. 2025: 2.3B USD
- iii. 2026: 2.6B USD

c. The expectations are an NGR between 6% and 7%.

Ramon Raul De Lima

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UBO