

GROSS	
LATAM	
Overview - Year 1	
Total Sport Tunover	\$42,960,764.08
Total Casino Turnover	\$85,921,528.17
Total Sportsbook margin	\$6,513,669.45
Total Casino Margin	\$3,436,861.13
TOTAL MARGIN	\$9,950,530.58
Starting Investment	\$73,150.00
MKT IINVESTMENT	\$1,157,790.43

NET	
LATAM	
Overview - Year 1	
TOTAL MARGIN	\$9,950,530.58
Total Investments	\$1,157,790.43
Total Staff	\$612,256.15
TOTAL Profit	\$8,180,484.00

<u>NET</u>	
LATAM	
Overview - Year 2	
TOTAL MARGIN	\$10,945,583.63
Total Investments	\$1,389,348.51
Total Staff	\$642,868.96
TOTAL Profit	\$8,913,366.16
Brand Growth	10%
Staff Growth	5%

<u>NET</u>	
LATAM	
Overview - Year 3	
TOTAL MARGIN	\$12,587,421.18
Total Investments	\$1,667,218.22
Total Staff	\$694,298.48
TOTAL Profit	\$10,225,904.49
Brand Growth	15%
Staff Growth	8%

Business Plan BR

Budget	M1	M2	M3	M4
Sportsbook Turnover	\$337,500.00	\$690,625.00	\$957,281.25	\$1,171,445.31
Sportsbook GGR	\$33,750.00	\$69,062.50	\$95,728.13	\$140,573.44
Casino Turnover	\$675,000.00	\$1,381,250.00	\$1,914,562.50	\$2,342,890.63
Casino GGR	\$27,000.00	\$55,250.00	\$76,582.50	\$93,715.63
TOTAL GROSS GAMING REVENUE	\$60,750.00	\$124,312.50	\$172,310.63	\$234,289.06
<u>Affiliates Comission</u>	<u>\$18,225.00</u>	<u>\$37,293.75</u>	<u>\$51,693.19</u>	<u>\$70,286.72</u>
<u>Bonus Cost</u>	<u>\$3,375.00</u>	<u>\$6,906.25</u>	<u>\$9,572.81</u>	<u>\$11,714.45</u>
<u>PSP</u>	<u>\$3,375.00</u>	<u>\$6,906.25</u>	<u>\$9,572.81</u>	<u>\$11,714.45</u>
GROSS GAMING REVENUE	\$35,775.00	\$73,206.25	\$101,471.81	\$140,573.44

Operational Costs	M1	M2	M3	M4
Marketing	\$15,000.00	\$14,641.25	\$20,294.36	\$28,114.69
NET GAMING REVENUE	\$20,775.00	\$58,565.00	\$81,177.45	\$112,458.75

NOTES	M1	M2	M3	M4
Growth Sign Ups	-	10%	10%	10%
TOTAL SIGN ups	4,500	4,950	5,445	5,990
% funded	30%	30%	30%	30%
Total Funded	1,350	1,485	1,634	1,797
CPA acquisition	400	400	400	400
Total Acquisition	1,750	1,885	2,034	2,197
Turnover per customer	250	250	250	250
Churn rate		35%	35%	35%
TOTAL Active Customers	1,350	2,763	3,829	4,686
% Affiliates comission Fee (net)	30%	30%	30%	30%
Bonus on turnover cost	1.0%	1.0%	1.0%	1.0%
Sportsbook Margin	10%	10%	10%	12%

M5	M6	M7	M8	M9	M10
\$1,355,573.20	\$1,524,669.71	\$1,688,937.15	\$1,855,501.17	\$2,029,536.98	\$2,215,006.38
\$162,668.78	\$182,960.36	\$202,672.46	\$222,660.14	\$263,839.81	\$287,950.83
\$2,711,146.41	\$3,049,339.41	\$3,377,874.29	\$3,711,002.33	\$4,059,073.96	\$4,430,012.77
\$108,445.86	\$121,973.58	\$135,114.97	\$148,440.09	\$162,362.96	\$177,200.51
\$271,114.64	\$304,933.94	\$337,787.43	\$371,100.23	\$426,202.77	\$465,151.34
<u>\$81,334.39</u>	<u>\$91,480.18</u>	<u>\$101,336.23</u>	<u>\$111,330.07</u>	<u>\$127,860.83</u>	<u>\$139,545.40</u>
<u>\$13,555.73</u>	<u>\$15,246.70</u>	<u>\$16,889.37</u>	<u>\$18,555.01</u>	<u>\$20,295.37</u>	<u>\$22,150.06</u>
<u>\$13,555.73</u>	<u>\$15,246.70</u>	<u>\$16,889.37</u>	<u>\$18,555.01</u>	<u>\$20,295.37</u>	<u>\$22,150.06</u>
<u>\$162,668.78</u>	<u>\$182,960.36</u>	<u>\$202,672.46</u>	<u>\$222,660.14</u>	<u>\$257,751.20</u>	<u>\$281,305.81</u>

M5	M6	M7	M8	M9	M10
\$32,533.76	\$36,592.07	\$40,534.49	\$44,532.03	\$51,550.24	\$56,261.16
<u>\$130,135.03</u>	<u>\$146,368.29</u>	<u>\$162,137.97</u>	<u>\$178,128.11</u>	<u>\$206,200.96</u>	<u>\$225,044.65</u>

M5	M6	M7	M8	M9	M10
10%	10%	10%	10%	10%	10%
6,588	7,247	7,972	8,769	9,646	10,611
30%	30%	30%	30%	30%	30%
1,977	2,174	2,392	2,631	2,894	3,183
400	400	400	400	400	400
2,377	2,574	2,792	3,031	3,294	3,583
250	250	250	250	250	250
35%	35%	35%	35%	35%	35%
5,422	6,099	6,756	7,422	8,118	8,860
30%	30%	30%	30%	30%	30%
1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
12%	12%	12%	12%	13%	13%

M11	M12	TOTAL
\$2,415,142.23	\$2,632,769.34	\$18,873,987.72
\$313,968.49	\$342,260.01	\$2,318,094.95
\$4,830,284.46	\$5,265,538.68	\$37,747,975.44
\$193,211.38	\$210,621.55	\$1,509,919.02
\$507,179.87	\$552,881.56	\$3,828,013.97
<u>\$152,153.96</u>	<u>\$165,864.47</u>	<u>\$1,148,404.19</u>
<u>\$24,151.42</u>	<u>\$26,327.69</u>	<u>\$188,739.88</u>
<u>\$24,151.42</u>	<u>\$26,327.69</u>	<u>\$188,739.88</u>
<u>\$306,723.06</u>	<u>\$334,361.71</u>	<u>\$2,302,130.02</u>

M11	M12	TOTAL
\$61,344.61	\$66,872.34	\$468,271.00
<u>\$245,378.45</u>	<u>\$267,489.36</u>	<u>\$1,833,859.02</u>

M11	M12	TOTAL
10%	10%	-
11,672	12,839	96,229
30%	30%	-
3,502	3,852	28,869
400	400	
3,902	4,252	
250	250	-
35%	35%	-
9,661	10,531	75,496
30%	30%	-
1.0%	1.0%	-
13%	13%	-

Business Plan CL

Budget	M1	M2	M3	M4
Sportsbook Turnover	\$202,500.00	\$318,187.50	\$442,162.50	\$585,376.41
Sportsbook GGR	\$24,300.00	\$38,182.50	\$66,324.38	\$87,806.46
Casino Turnover	\$405,000.00	\$636,375.00	\$884,325.00	\$1,170,752.81
Casino GGR	\$16,200.00	\$25,455.00	\$35,373.00	\$46,830.11
TOTAL GROSS GAMING REVENUE	\$40,500.00	\$63,637.50	\$101,697.38	\$134,636.57
<u>Affiliates Comission</u>	<u>\$14,175.00</u>	<u>\$22,273.13</u>	<u>\$35,594.08</u>	<u>\$47,122.80</u>
<u>Bonus Cost</u>	<u>\$3,037.50</u>	<u>\$4,772.81</u>	<u>\$4,421.63</u>	<u>\$5,853.76</u>
<u>PSP</u>	<u>\$2,025.00</u>	<u>\$3,181.88</u>	<u>\$4,421.63</u>	<u>\$5,853.76</u>
GROSS GAMING REVENUE	\$21,262.50	\$33,409.69	\$57,260.04	\$75,806.24

Operational Costs	M1	M2	M3	M4
Marketing	\$7,000.00	\$6,681.94	\$11,452.01	\$15,161.25
NET GAMING REVENUE	\$14,262.50	\$26,727.75	\$45,808.04	\$60,645.00

NOTES	M1	M2	M3	M4
Growth Sign Ups	-	35%	35%	35%
TOTAL SIGN ups	1,500	2,025	2,734	3,691
% funded	35%	35%	35%	35%
Total Funded	525	709	957	1,292
CPA acquisition	400	400	400	400
Total Acquisition	925	1,109	1,357	1,692
Turnover per customer	150	150	150	150
Churn rate		25%	25%	25%
TOTAL Active Customers	1,350	2,121	2,948	3,903
% Affiliates comission Fee (net)	35%	35%	35%	35%
Bonus on turnover cost	1.5%	1.5%	1.0%	1.0%
Sportsbook Margin	12%	12%	15%	15%

M5	M6	M7	M8	M9	M10
\$750,913.20	\$950,630.05	\$1,198,651.25	#####	\$1,995,466.20	\$2,506,775.33
\$112,636.98	\$171,113.41	\$215,757.22	\$282,078.16	\$399,093.24	\$501,355.07
\$1,501,826.39	\$1,901,260.11	\$2,397,302.49	#####	\$3,990,932.40	\$5,013,550.66
\$60,073.06	\$76,050.40	\$95,892.10	\$125,368.07	\$159,637.30	\$200,542.03
\$172,710.03	\$247,163.81	\$311,649.32	\$407,446.23	\$558,730.54	\$701,897.09
<u>\$60,448.51</u>	<u>\$86,507.33</u>	<u>\$109,077.26</u>	<u>\$142,606.18</u>	<u>\$195,555.69</u>	<u>\$245,663.98</u>
<u>\$7,509.13</u>	<u>\$9,506.30</u>	<u>\$11,986.51</u>	<u>\$15,671.01</u>	<u>\$19,954.66</u>	<u>\$25,067.75</u>
<u>\$7,509.13</u>	<u>\$9,506.30</u>	<u>\$11,986.51</u>	<u>\$15,671.01</u>	<u>\$19,954.66</u>	<u>\$25,067.75</u>
<u>\$97,243.26</u>	<u>\$141,643.88</u>	<u>\$178,599.04</u>	<u>\$233,498.03</u>	<u>\$323,265.52</u>	<u>\$406,097.60</u>

M5	M6	M7	M8	M9	M10
<u>\$19,448.65</u>	<u>\$28,328.78</u>	<u>\$35,719.81</u>	<u>\$46,699.61</u>	<u>\$64,653.10</u>	<u>\$81,219.52</u>
<u>\$77,794.61</u>	<u>\$113,315.10</u>	<u>\$142,879.23</u>	<u>\$186,798.42</u>	<u>\$258,612.42</u>	<u>\$324,878.08</u>

M5	M6	M7	M8	M9	M10
30%	30%	30%	25%	25%	25%
4,798	6,237	8,108	10,135	12,669	15,836
35%	35%	35%	40%	40%	40%
1,679	2,183	2,838	4,054	5,068	6,335
400	400	400	400	400	400
2,079	2,583	3,238	4,454	5,468	6,735
150	150	150	150	150	150
25%	25%	25%	25%	25%	25%
5,006	6,338	7,991	10,447	13,303	16,712
35%	35%	35%	35%	35%	35%
1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
15%	18%	18%	18%	20%	20%

M11	M12	TOTAL
\$3,127,801.10	\$4,076,081.51	\$17,721,645.91
\$625,560.22	\$815,216.30	\$3,339,423.93
\$6,255,602.20	\$8,152,163.03	\$35,443,291.82
\$250,224.09	\$326,086.52	\$1,417,731.67
\$875,784.31	\$1,141,302.82	\$4,757,155.61
<u>\$306,524.51</u>	<u>\$342,390.85</u>	<u>\$1,607,939.32</u>
<u>\$31,278.01</u>	<u>\$40,760.82</u>	<u>\$179,819.90</u>
<u>\$31,278.01</u>	<u>\$40,760.82</u>	<u>\$177,216.46</u>
<u>\$506,703.78</u>	<u>\$717,390.35</u>	<u>\$2,792,179.93</u>

M11	M12	TOTAL
\$101,340.76	\$143,478.07	\$561,183.49
<u>\$405,363.02</u>	<u>\$573,912.28</u>	<u>\$2,230,996.44</u>

M11	M12	TOTAL
25%	25%	-
19,795	24,744	112,272
40%	45%	-
7,918	11,135	44,691
400	400	
8,318	11,535	
150	150	-
25%	25%	-
20,852	27,174	118,144
35%	30%	-
1.0%	1.0%	-
20%	20%	-

Business Plan EC

Budget	M1	M2	M3	M4	M5	M6
Sportsbook Turnover	\$175,500.00	\$226,200.00	\$275,973.75	\$327,668.25	\$383,512.47	\$445,390.43
Sportsbook GGR	\$14,040.00	\$18,096.00	\$27,597.38	\$32,766.83	\$46,021.50	\$53,446.85
Casino Turnover	\$351,000.00	\$452,400.00	\$551,947.50	\$655,336.50	\$767,024.94	\$890,780.87
Casino GGR	\$14,040.00	\$18,096.00	\$22,077.90	\$26,213.46	\$30,681.00	\$35,631.23
TOTAL GROSS GAMING REVENUE	\$28,080.00	\$36,192.00	\$49,675.28	\$58,980.29	\$76,702.49	\$89,078.09
<u>Affiliates Comission</u>	<u>\$11,232.00</u>	<u>\$14,476.80</u>	<u>\$19,870.11</u>	<u>\$23,592.11</u>	<u>\$30,681.00</u>	<u>\$35,631.23</u>
<u>Bonus Cost</u>	<u>\$3,510.00</u>	<u>\$4,524.00</u>	<u>\$5,519.48</u>	<u>\$6,553.37</u>	<u>\$7,670.25</u>	<u>\$8,907.81</u>
<u>PSP</u>	<u>\$1,755.00</u>	<u>\$2,262.00</u>	<u>\$2,759.74</u>	<u>\$3,276.68</u>	<u>\$3,835.12</u>	<u>\$4,453.90</u>
GROSS GAMING REVENUE	\$11,583.00	\$14,929.20	\$21,525.95	\$25,558.12	\$34,516.12	\$40,085.14

Operational Costs	M1	M2	M3	M4	M5	M6
Marketing	\$5,000.00	\$2,985.84	\$4,305.19	\$5,111.62	\$6,903.22	\$8,017.03
NET GAMING REVENUE	\$6,583.00	\$11,943.36	\$17,220.76	\$20,446.50	\$27,612.90	\$32,068.11

NOTES	M1	M2	M3	M4	M5	M6
Growth Sign Ups	-	15%	15%	15%	15%	15%
TOTAL SIGN ups	2,500	2,875	3,306	3,802	4,373	5,028
% funded	30%	30%	30%	30%	30%	30%
Total Funded	750	863	992	1,141	1,312	1,509
CPA acquisition	-	-	-	-	-	-
Total Acquisition	750	863	992	1,141	1,312	1,509
Turnover per customer	130	130	130	130	130	130
Churn rate		35%	35%	35%	35%	35%
TOTAL Active Customers	1,350	1,740	2,123	2,521	2,950	3,426
% Affiliates comission Fee (net)	40%	40%	40%	40%	40%	40%
Bonus on turnover cost	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Sportsbook Margin	8%	8%	10%	10%	12%	12%

M7	M8	M9	M10	M11	M12	TOTAL
\$515,027.21	\$594,119.62	\$684,432.48	\$787,874.05	\$906,560.01	\$1,042,872.17	\$6,365,130.45
\$61,803.26	\$89,117.94	\$102,664.87	\$118,181.11	\$135,984.00	\$156,430.83	\$856,150.56
\$1,030,054.41	\$1,188,239.24	\$1,368,864.97	\$1,575,748.11	\$1,813,120.03	\$2,085,744.34	\$12,730,260.90
\$41,202.18	\$47,529.57	\$54,754.60	\$63,029.92	\$72,524.80	\$83,429.77	\$509,210.44
\$103,005.44	\$136,647.51	\$157,419.47	\$181,211.03	\$208,508.80	\$239,860.60	\$1,365,361.00
<u>\$41,202.18</u>	<u>\$54,659.01</u>	<u>\$62,967.79</u>	<u>\$72,484.41</u>	<u>\$83,403.52</u>	<u>\$95,944.24</u>	<u>\$546,144.40</u>
<u>\$10,300.54</u>	<u>\$11,882.39</u>	<u>\$13,688.65</u>	<u>\$15,757.48</u>	<u>\$18,131.20</u>	<u>\$20,857.44</u>	<u>\$127,302.61</u>
<u>\$5,150.27</u>	<u>\$5,941.20</u>	<u>\$6,844.32</u>	<u>\$7,878.74</u>	<u>\$9,065.60</u>	<u>\$10,428.72</u>	<u>\$63,651.30</u>
<u>\$46,352.45</u>	<u>\$64,164.92</u>	<u>\$73,918.71</u>	<u>\$85,090.40</u>	<u>\$97,908.48</u>	<u>\$112,630.19</u>	<u>\$628,262.69</u>

M7	M8	M9	M10	M11	M12	TOTAL
<u>\$9,270.49</u>	<u>\$12,832.98</u>	<u>\$14,783.74</u>	<u>\$17,018.08</u>	<u>\$19,581.70</u>	<u>\$22,526.04</u>	\$128,335.94
<u>\$37,081.96</u>	<u>\$51,331.94</u>	<u>\$59,134.97</u>	<u>\$68,072.32</u>	<u>\$78,326.79</u>	<u>\$90,104.16</u>	\$499,926.75

M7	M8	M9	M10	M11	M12	TOTAL
15%	15%	15%	15%	15%	15%	-
5,783	6,650	7,648	8,795	10,114	11,631	72,504
30%	30%	30%	30%	30%	30%	-
1,735	1,995	2,294	2,638	3,034	3,489	21,751
-	-	-	-	-	-	
1,735	1,995	2,294	2,638	3,034	3,489	
130	130	130	130	130	130	-
35%	35%	35%	35%	35%	35%	-
3,962	4,570	5,265	6,061	6,974	8,022	48,963
40%	40%	40%	40%	40%	40%	-
2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	-
12%	15%	15%	15%	15%	15%	-

CENTRAL OFFICE	
IT	Cost
IT developer 1	€2,500.00
IT developer 2	€2,500.00
IT developer 3	€2,500.00
IT developer 4	€2,500.00
IT developer 5	€2,500.00
IT developer 6	€2,500.00
IT developer 7	€2,500.00
IT developer 8	€2,500.00
IT developer 9	€2,500.00
IT developer 10	€2,500.00
TOTAL	€25,000.00
Traders	
Trader 1	€1,500.00
Trader 2	€1,500.00
Trader 3	€1,500.00
Trader 4	€1,500.00
Trader 5	€1,500.00
Trader 6	€1,500.00
TOTAL	€9,000.00
CS/Payment	
CC 1	€800.00
CC 2	€800.00
CC 3	€800.00
CC 4	€800.00
CC 5	€800.00
CC 6	€800.00
CC 7	€800.00
CC 8	€800.00
TOTAL	€6,400.00
TOTAL	€40,400.00
Yearly Cost	€484,800.00
	\$541,456.15 USD

Management	Unit Cost	Units
Country Manager	\$900.00	1
MLRO	\$450.00	-
Compliance Officer	\$450.00	
TOTAL	\$1,800.00	1

Business and Sales	Unit Cost	Units
Affiliate Manager	\$600.00	1
		-
TOTAL	\$600.00	

Operations	Unit Cost	Units
CS Agent I	\$450.00	1
CS Agent II	\$450.00	1
CS Agent III	\$450.00	1
		-
TOTAL	\$1,350.00	3

Marketing	Unit Cost	Units
Marketing Manager	\$800.00	1
TOTAL	\$800.00	

Office	\$800.00	1
Hardware	\$1,000.00	8
TOTAL	\$1,800.00	

Monthly Total Salaries	\$5,750.00		

TOTAL YEARLY	\$70,800.00		