

Business Products and Services: Mais Sports

Betmais:

Overview: Established as the first Brazilian brand in the industry, focusing on high-ticket players who value security and exceptional support.

Unique Selling Proposition: Long-standing reputation and deep market penetration.

Deubet:

Overview: Awaiting launch, designed to offer a straightforward betting experience.

Unique Features: Entirely in-house developed interface aimed at simplifying the user experience.

Casa de Apostas:

Overview: A traditional brand with a significant share in the Brazilian market.

Market Position: Known for its reliability and traditional value in the betting community.

Lance Betting:

Overview: Newly established, based on a popular sports portal.

Innovation: Integrates sports journalism with betting to enhance user engagement.

Management and Organization:

Mais Sports objectives, operations and structure chart

Executive Summary

Mais Sports B.V. is dedicated to supporting gambling brands in Brazil, encompassing sportsbook and casino offerings, while adhering strictly to the legal framework established by the government of Curacao.

With a focus on compliance and operational excellence, Mais Sports B.V. provides comprehensive assistance to ensure that partner brands thrive within the regulatory landscape of the Brazilian market. Through strategic guidance and meticulous attention to detail, we empower our clients to navigate the complexities of the industry while maximizing their potential for success.

Company Purpose

Mission:

Deliver unparalleled management services for Gaming brands in Brazil, ensuring compliance with Curacao regulations.

Vision:

Become a leading authority in Gaming management, driving success and innovation in the Brazilian market.

Values:

Excellence, Integrity, Innovation, Collaboration, Client Focus, Results Orientation, Responsiveness.

Aristides Luiz Giglio Vicente
Title: UBO

MAIS SPORTS B.V.

MANAGEMENT:
Xecutive Corporate Management B.V.
By Lorenza Godett and
Christopher Van Rosberg
Title: Managing Directors

BETMAIS
www.betmais.com

Arland Gesellschaft für
Informationstechnologie mbH

-Software Platform as a Service
Turnkey

Payment methods:
• PayforFun
• Paybrokers
• Astropay

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Signature
Director

By Christopher van Rosberg / Lorenza Godett
Directors of Xecutive Corporate Management B.V.

3/11/2024

Risk Management for Mais Sports B.V.

Risk Identification and Mitigation Strategies

Regulatory Compliance Risks:

Identification: Operating within the sports betting industry entails strict adherence to legal and regulatory requirements, which vary significantly across jurisdictions.

Mitigation: Mais Sports B.V. will continue to employ a dedicated compliance team that monitors regulatory changes and ensures all operations remain within legal boundaries. Regular training sessions will be held for staff to stay updated on compliance practices.

Market and Financial Risks:

Identification: The volatile nature of the betting market, along with financial risks such as fluctuating revenues and potential financial losses from unanticipated events.

Mitigation: Diversification of revenue streams across different brands and betting products. Implementing robust financial controls and periodic reviews of financial strategies and operations.

Technological Risks:

Identification: Risks related to cybersecurity threats, data breaches, and the failure of critical IT systems.

Mitigation: Investing in state-of-the-art cybersecurity solutions and regular security audits by external experts. Establishment of a rapid response team to handle and mitigate any cybersecurity incidents promptly.

Operational Risks:

Identification: These include risks from internal processes, people, and systems, such as human error, system failure, or procedural lapses that could disrupt operations.

Mitigation: Standardizing operations procedures across all brands, implementing quality control checks, and continuous process improvement. Training programs for staff to enhance operational efficiency and reduce errors.

Reputational Risks:

Identification: Negative publicity or customer dissatisfaction that could tarnish the brand's reputation and customer loyalty.

Mitigation: Active management of public relations and quick response to any negative incidents. Maintaining transparency with customers, especially in resolving disputes and managing customer grievances.

Partnership and Supplier Risks:

Identification: Risks arising from dependencies on key suppliers and partners that could affect operations if these relationships are disrupted.

Mitigation: Developing strong relationships with multiple suppliers and contingency planning. Regular evaluations of supplier and partner performance to ensure reliability and quality standards are met.

Legal Risks:

Identification: Potential legal challenges related to intellectual property rights, contract disputes, or litigation from competitors or regulatory bodies.

Mitigation: Retaining experienced legal counsel to manage and advise on all contractual and legal matters. Regularly reviewing and updating contracts and legal documents to ensure they are robust and reflective of current laws and regulations.

Financial Protection

Revenue Diversification: Enhancing financial stability by diversifying income sources across different brands and betting products.

Cost Management: Implementing strict budget controls and cost management strategies to optimize spending and improve financial resilience.

Reserve Funds: Establishing reserve funds to cover potential financial shortfalls, ensuring the company can withstand unforeseen financial pressures.

Market Position and Competitive Edge

Market Research: Continuously analyzing market trends to anticipate changes in consumer preferences and emerging opportunities.

Brand Development: Strengthening the branding of Mais Sports B.V. and its subsidiaries to enhance market presence and attract a broader customer base.

Strategic Partnerships: Forming strategic alliances with other entities in the industry to leverage synergies and enhance market reach.

Compliance and Legal Protection

Regulatory Monitoring: Keeping abreast of all regulatory changes and ensuring compliance to prevent legal penalties and operational disruptions.

Legal Risk Management: Regularly reviewing legal strategies and maintaining an active engagement with legal advisors to manage potential risks associated with intellectual property, contracts, and other legal matters.

Technological Integrity

Cybersecurity Enhancements: Investing in advanced cybersecurity technologies and regular upgrades to protect against data breaches and cyber threats.

Technology Audits: Conducting regular audits of the technological infrastructure to ensure it meets the latest standards and operates efficiently.

Operational Efficiency and Risk Management

Operational Audits: Regular audits to assess the efficiency of operational processes and identify areas for improvement.

Crisis Management Plans: Developing and regularly updating crisis management plans to ensure quick response to operational disruptions, natural disasters, or other emergencies.

Employee Training and Development: Continuous training programs for employees to enhance their skills and adaptability to changes, ensuring a high level of service and operational excellence.

Customer Relations and Retention

Customer Service Excellence: Investing in customer service to enhance customer satisfaction and loyalty, which is crucial for long-term retention.

Feedback Systems: Implementing effective feedback systems to gather insights from customers, enabling proactive improvements and adaptations to customer needs.