



BUSINESS PLAN



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1. Overview of the Business and IP related

- In recent years, gambling marketing, particularly in sports betting, has captured the interest of numerous businessmen and entrepreneurs. And why wouldn't it? After all, the sports betting industry has emerged as one of the fastest-growing and most promising sectors.
- Based on research conducted by Eilers & Krejcik Gaming, LLC in 2017, the sports betting market in the United States was valued at \$270 million. However, recent studies by PRNewswire suggest a staggering growth projection, with the market expected to reach \$134.06 billion. These figures underscore why numerous industry leaders are swiftly investing in this lucrative sector, particularly through online sports betting software solutions. Consequently, "how to start a sports betting business" has become one of the most frequently searched queries on various search engines in recent times.
- Undoubtedly, estimating the value of the global sports betting market is challenging due to inconsistencies in regulatory practices across different countries. However, various analyses suggest that the industry's value ranges between 700 billion U.S. dollars and 1,000 billion U.S. dollars.
- It's noteworthy that sports betting constitutes approximately 13% of the global gambling market, which encompasses lotteries, casinos, gaming machines, bingo, and other gaming activities. While sports betting holds significant appeal for customers, it's important not to overlook the popularity of other gaming options.



1. Overview of the Business and IP related

- Some key characteristics that we consider pivotal as competitive advantages in the market, and which are inherent in SeguroBet:
 - Security and reliability: We ensure the safety of user data and financial transactions, as this is paramount for fostering customer trust and loyalty.
 - Attractive promotions and bonuses: We offer daily promotions, welcome bonuses, and loyalty programs aimed at attracting and retaining players.
 - Competitive odds: We provide attractive and competitive odds to appeal to bettors seeking higher returns on their bets.
 - Intuitive and user-friendly platform: Our platform boasts an intuitive and user-friendly interface designed to enhance user experience and attract a larger player base.
 - Efficient and humanized customer support: Our 24/7 customer support team is highly responsive and efficient, ensuring improved customer satisfaction and swift issue resolution.
 - Diversified Betting Options: Our platform boasts an extensive array of sports and casino betting options, catering to a diverse user base.
- Our company consistently strives to stay updated on market developments, actively engaging in both national and international iGaming fairs to discover and explore new offerings for our customers.

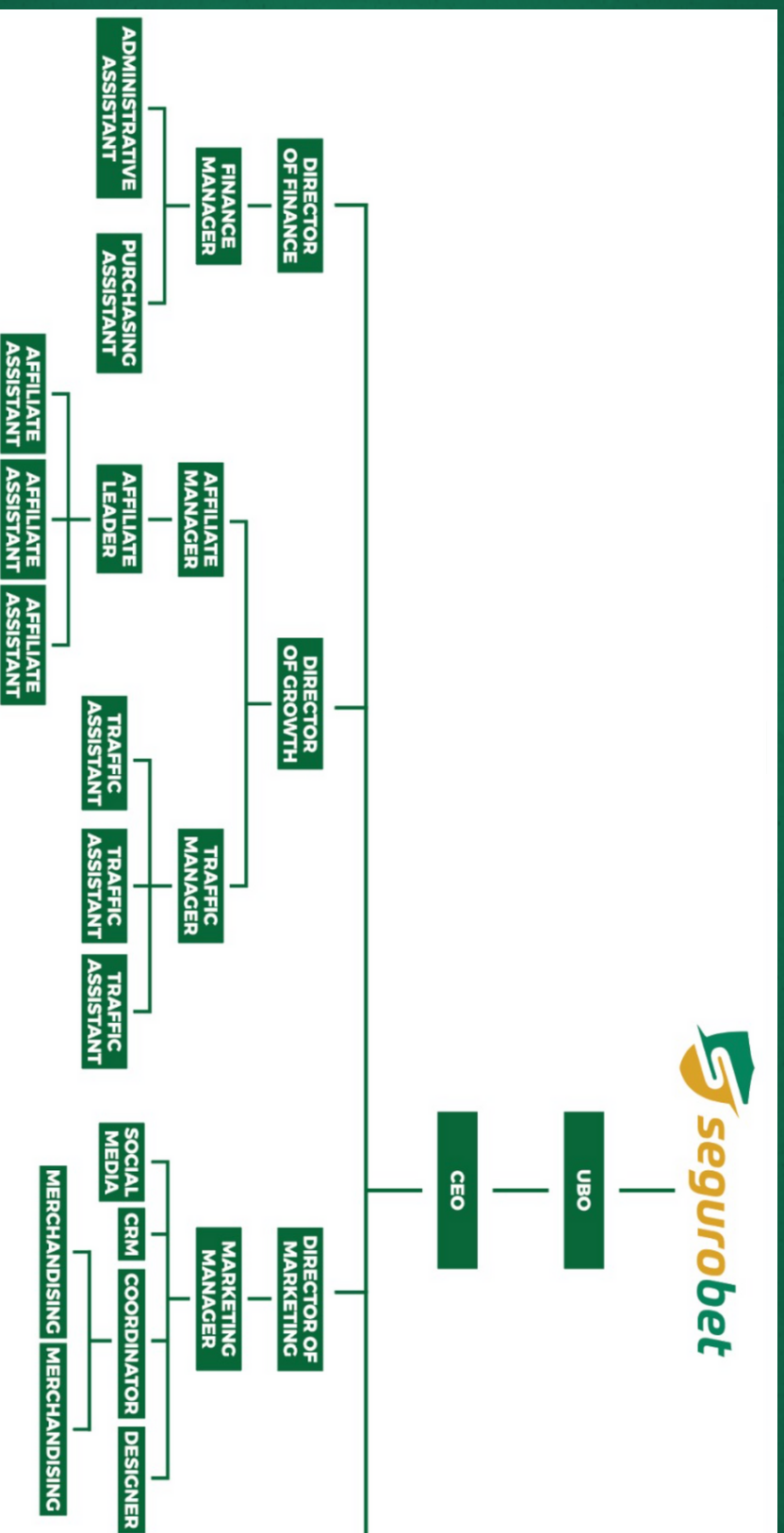


1. Overview of the Business and IP related

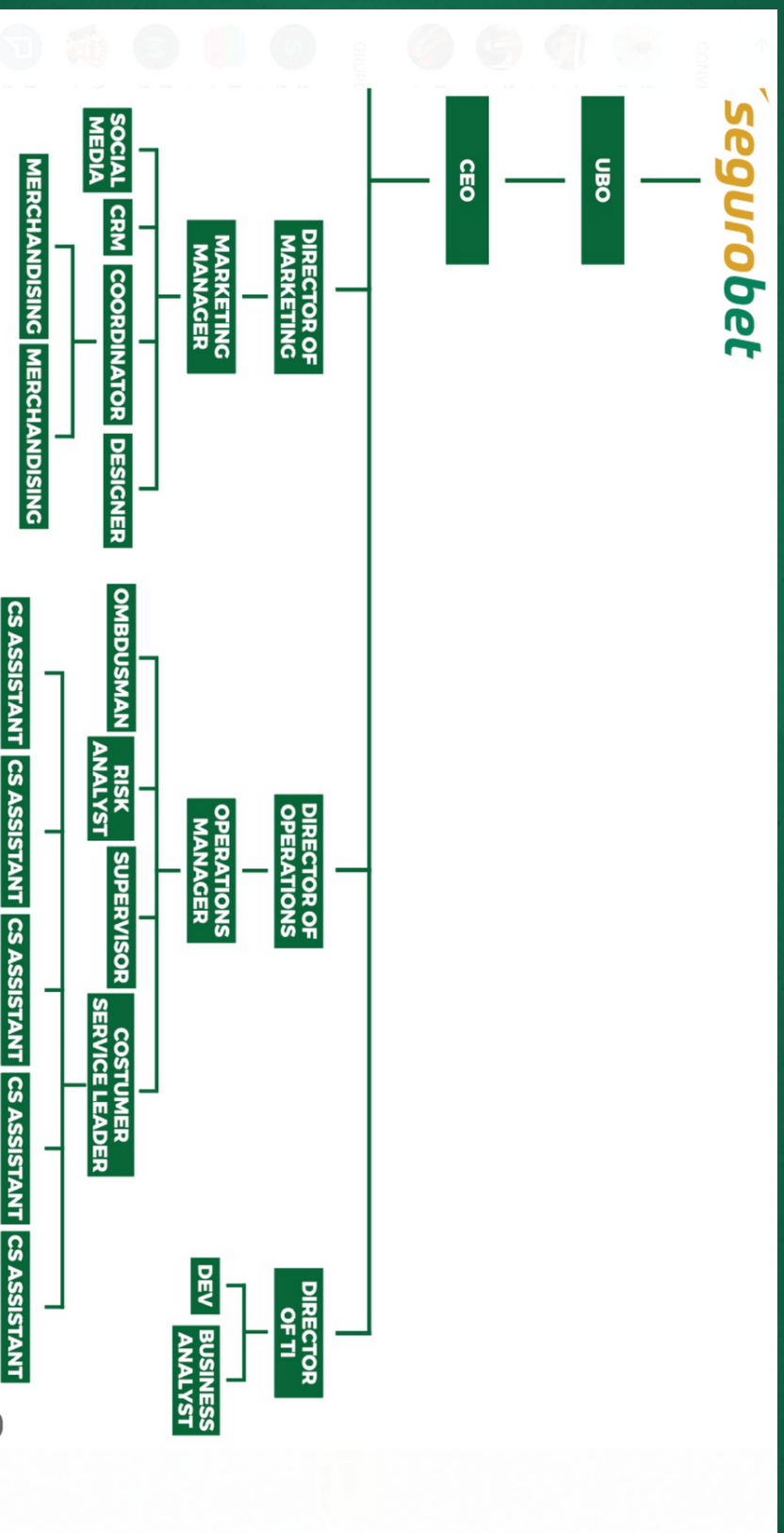
SWOT ANALYSIS

- **Strength:**
 - Strategic and operational team with extensive experience in the segment;
 - Mapped processes and decision-making based on numbers;
 - Use of technology in the development of tools to help business growth;
- **Opportunities:**
 - Emerging technologies;
 - Regulation of the sector in the country;
- **Weaknesses:**
 - Communication tools;
 - Excessive dependence on suppliers
- **Threats:**
 - Entry of other international companies into our market;
 - Absence of qualified professionals with expertise in our sector.

2. Management Structure [chart]



2. Management Structure [chart]



2. Management Structure - Job Roles & Responsibilities

- **CEO:** Is responsible for supervising all other executives and staff within the organization. Collaborates with the board of directors and other executives to assess the company's alignment with its goals and policies. Facilitates business investment initiatives. Additionally, fosters economic development within communities. Oversees the organization's financial goals, objectives, and budgets. Ensures the implementation of the organization's guidelines on a daily basis.
- **CFO:** Driving the company's financial planning, Performing risk management by analyzing the organization's liabilities and investments & Deciding on investment strategies by considering cash and liquidity risks.
- **CTO:** Leads the development of a comprehensive security plan. Ensures the confidentiality, integrity, and availability of the company's data and servers. Identifies and implements emerging technology trends and platforms. Communicates the company's technology strategy to investors, management, staff, partners, customers, and stakeholders. Evaluates and recommends technologies. Manages the selection and registration of the company's domain names. Performs code reviews and conducts specification conformance testing.

2. Management Structure - Job Roles & Responsibilities

- **Business Development:** Oversees vendor relationships. Drives economic development within communities. Works closely with the board of directors to shape the organization's policies and direction. Ensures the board receives sufficient and timely information to fulfill its oversight responsibilities effectively. Financial and Regulatory Responsibilities: Manages all customer payments, receipts, and transactions with service providers and third parties. Ensures compliance with all regulatory guidelines and maintains the financial integrity of the organization.
- **Marketing and Brand Manager:** Responsible for meeting the organization's sales targets through strategic planning and budgeting. Responsible for developing strategies and techniques essential for achieving sales targets. Responsible for identifying potential customers and generating leads for the organization, with a focus on creating new opportunities. Responsible for promoting the organization's brand. Responsible for not only making sales but also cultivating and enhancing client relationships.
- **Compliance:** Ensures that all our business transactions adhere to legal regulations. Conducts thorough research on the laws relevant to each transaction and provides advice on potential negative impacts. Ensures that our legal decisions contribute to a robust bottom line.

3. Business Forecast

- Business forecasting for gambling companies entails predicting future trends and outcomes within the industry to formulate informed decisions and strategies. In pursuit of this, we have conducted research to identify best practices in market analysis, revenue projections, risk assessment, budgeting and resource allocation, and scenario planning.
- Ultimately, business forecasting aids us in making informed decisions, mitigating risks, and capitalizing on opportunities for growth and profitability in a dynamic and competitive industry.

3. Business Forecast

CASH FLOW PROJECTIONS	2023	2024	2025	2026
REVENUE (GGR)	€4.982.926,16	€6.477.804,01	€8.421.145,22	€10.947.488,78
COSTS	€4.252.534,04	€5.230.616,87	€6.433.658,75	€7.913.400,27
PROFIT	€730.392,12	€1.247.187,14	€1.987.486,46	€3.034.088,51
REINVESTMENTS	€730.392,12	€1.289.712,48	€1.987.486,46	€3.034.088,51

Quote on April 23rd, 2024. 1 EUR = 5.5 BRL

4. Business Strategy and Plans

- As outlined in the forecast for the next three years, the company plans to execute this strategy using funds generated from profits in previous periods/years.
- The market has shown significant growth in recent years, highlighting major challenges for expanding our business, particularly concerning trends in marketing costs and customer acquisition expenses.
- The company recognizes the dynamic nature of the environment and is committed to maintaining a competitive edge in the market. We strategically adjust our approaches, leveraging some strategies while refining others to meet evolving market demands. Through ongoing market analysis and strategic adaptation, we ensure that we remain attractive and aligned with the needs of our customers.

4. Business Strategy and Plans

- Our target market encompasses individuals from diverse backgrounds, aged 18 years and older, each with unique preferences and interests in various sports. We are committed to offering services and creating an environment tailored to engage our target audience effectively. Here are the categories of people we aim to reach:
 - Young adults interested in online games and competitions;
 - Professionals seeking accessible and convenient entertainment;
 - Sports betting enthusiasts and casino game aficionados;
 - Fans of eSports and online gaming competitions;
 - Casual gamers looking for fun and relaxation;
 - Fans of online card games;
 - Individuals interested in exploring new forms of digital entertainment;
 - Gaming communities and streamers seeking social interaction and online fun;
 - Those interested in live events and sports broadcasts.

4. Business Strategy and Plans

- The company acknowledges that individuals are attracted to betting websites due to the diverse selection of games, robust security measures, and appealing odds offered by the operator.
- The company boasts a team of exceptionally qualified professionals committed to delivering top-notch service to our clients. They ensure a smooth and enjoyable experience across all our offerings, including sports betting, casino games, and other online entertainment options. We also seek enhanced quotes to attract more customers.
- We operate 24/7 to cater to individuals with varying time preferences. Additionally, we prioritize the well-being of our employees, ensuring that they receive top-tier benefits packages within our industry.
- We will uphold our financial principles in the upcoming years, which include consistently reinvesting profits within the organization and maintaining sufficient cash reserves for future licenses.
- We are committed to further investment in marketing and branding. Presently, our brand enjoys prominent visibility across major national and regional championships, as well as extensive coverage in various out-of-home (OOH) media channels and public transportation broadcasts.



5. Key Partners/Suppliers

- To ensure the quality of its services, the company requires the following services and systems:
 - **BetConstruct** - our main partner, responsible for our platform and all contracts with gamers providers;
 - **XCM** - responsible for managing our office and overseeing our company operations in Curaçao, they provide comprehensive corporate services, iGaming support, and transaction management. Additionally, they offer tax and legal consultancy services across various jurisdictions;
 - **Infobip** - SMS and campaign dissemination platform for engaging our customer base;
 - **Fast Track** - responsible for the CRM system we operate, providing all the necessary support for the campaigns we engage in;
 - **Exato Digital** - responsible for validating player registrations, ensuring all submitted documents are thoroughly checked for validity. This includes verifying compliance with all regulations, including age verification for customers over 18 years old;
 - **Zendesk** - responsible for providing 24/7 support on our platform, facilitating and optimizing communication with our customers and empowering our employees with the tools needed to effectively address client inquiries;
 - **PCPSA** - responsible for legal and compliance solutions. This encompasses providing legal counsel across all areas of law, as well as devising and implementing compliance programs to ensure the company's adherence to applicable laws and regulations.



5. Key Partners/Suppliers

- The company has implemented a risk management policy to provide overarching guidance and principles for addressing losses and service interruptions. Some of the most impactful interventions we undertake include:
 - Continuous monitoring of the betting platform to detect any technical issues or interruptions;
 - Regular performance testing to identify potential system bottlenecks and optimize efficiency;
 - Establishment of incident response procedures to quickly address any service interruptions;
 - Regular maintenance and software updates to ensure the security and stability of the platform;
 - Implementation of robust cybersecurity measures to protect against hacking attacks and data breaches;
 - Conducting internal and external audits to ensure compliance with industry regulations and standards;
 - Active monitoring of market trends and events that may affect the stability and availability of online betting services;
 - Development of a detailed business continuity plan to handle emergency scenarios and ensure rapid recovery after a significant disruption.

6. Risks

- A betting website dependent on an external platform confronts risks including service disruptions from platform failures, potential data breaches due to shared sensitive information, regulatory compliance hurdles, and limited control over user experience and game integrity. Effectively managing these risks is essential for maintaining operational continuity and customer trust. The company's risk management team has devised strategies to assess, audit, mitigate, and respond to these risks:
 - **Mapping of Operational Risks:** Identification of the different types of operational risks that the betting site may face when using an external provider.
 - **Risk Audit:** Conducting regular audits to assess the effectiveness of existing controls and identify potential gaps in risk management. This may involve detailed reviews of operational processes, security policies, regulatory compliance, and responsible gaming practices.
 - **Risk Mitigation:** Implementation of measures to reduce the likelihood of occurrence and the impact of identified operational risks. This may include improving internal controls, updating policies and procedures, adopting advanced security technologies, and diversifying suppliers to reduce dependence on a single external provider.
 - **Risk Correction:** Development of action plans to address any issues identified during risk audits or operational incidents. This may involve implementing immediate fixes to resolve urgent issues, as well as defining long-term strategies to prevent the same issues from occurring in the future.

6. Risks

- Our risk management team employs a meticulous approach to risk assessment, encompassing various methodologies such as document analysis, stakeholder interviews, brainstorming workshops, incident review, trend analysis, third-party assessment, and security vulnerability analysis. Through these comprehensive processes, our team gains profound insights into potential risks and devises robust strategies to mitigate them effectively.
- Upon identifying a risk, the dedicated team convenes to thoroughly study and craft the most suitable mitigation strategy, drawing upon their extensive experience and insights garnered from prior analyses and monitoring efforts. Subsequently, the team presents the chosen strategy at a board meeting, detailing the identified risk and proposing actionable steps to address it. This meticulous process ensures that risks are systematically addressed and mitigated, safeguarding the integrity and stability of our platform.

7. Legal Support

- The management structure outlined interacts with each other in the following manner:
 - **Director:** Defines the company's strategic vision and long-term objectives. Supervises all operations to ensure compliance with policies and regulations. Maintains transparent communication with others.
 - **Board of Trustees:** Provide strategic guidance and make important decisions for the business. Monitor the director's performance and assess the effectiveness of policies and procedures. Represent the interests of shareholders and ensure compliance with applicable laws and regulations.
 - **Shareholders:** Contribute capital and resources for the growth and development of the company. Actively participate in strategic decisions and provide feedback on operations.
 - **External Expert Consultants:** Provide specialized knowledge in specific areas such as legal, accounting, and technology. Advise the director and the board on complex issues and important decisions. Assist in identifying and mitigating operational and legal risks.
- **Stakeholders:**
 - Customers: Provide feedback on the services offered and help shape the user experience.
 - Suppliers: Ensure the continuous supply of products and services essential for the website's operation.
 - Regulators: Maintain open communication and collaborate to ensure compliance with industry laws and regulations.

7. Legal Support

- The board's oversight and composition encompass seasoned professionals from the iGaming industry, along with experts in technology, finance, and regulatory affairs pertinent to the entertainment sector. They offer strategic direction, monitor company performance, and make pivotal decisions concerning growth, innovation, and regulatory compliance.
- Effective collaboration with senior management is imperative for translating the board's strategies into actionable plans. Senior management is tasked with executing the board's directives in day-to-day operations, overseeing teams, and allocating resources to achieve predetermined objectives.
- Reserved matters for the board and UBOs (Ultimate Beneficial Owners) entail major investment approvals, M&A activities, organizational restructuring, executive appointments, and other strategic imperatives shaping the company's trajectory. On a monthly basis the company's board meets, where the statement of results is presented, as well as all important matters discussed.
- Corporate challenges, such as board impasses, are resolved through established decision-making frameworks, with recourse to mediators or consensus-building among members.
- Legal counsel plays a critical role in ensuring adherence to regulations and mitigating legal risks. They offer guidance on regulatory compliance, contractual matters, and litigation strategies, safeguarding the company's interests within legal bounds.
- Board meetings often host external consultants, industry luminaries, regulatory representatives, and other stakeholders, whose insights enrich discussions and inform decision-making processes.

8. KPIs

- The company utilizes the following key performance indicators to track short, medium, and long-term business development:
 - **Main Goals**
 - Increase the number of active users;
 - Improve customer retention;
 - Increase the total betting volume;
 - Expand into new markets/countries;
 - Improve the user experience on the website;
 - Increase net revenue;
 - Maintain regulatory compliance;
 - Improve cybersecurity and data protection;
 - **Tracking Goals Methods**
 - Daily monitoring of the number of active users and new registrations.
 - Regular analysis of customer retention rate and user feedback.
 - Weekly tracking of betting volume and variations in betting patterns.
 - Quarterly evaluation of expansion into new markets and local feedback.
 - Ongoing usability testing and user feedback on website experience.
 - Monthly review of net revenue and comparison with established goals.
 - Continuous monitoring of regulatory changes and process updates as needed.
 - Regular assessment of cybersecurity protocols and data protection audits.

8. KPIs

◦ Other Growth Metrics:

- New user conversion rate;
- Average time spent on the site;
- Customer service response rate;
- Customer satisfaction index;
- Return on investment in marketing;
- Adoption rate of new website features and functionalities;
- Search engine ranking and online visibility;
- Market share compared to competitors;
- Level of engagement on social media platforms;
- Brand reputation assessment and public perception;

- In 2023, the company experienced a big growth, resulting in a profit of 730.392.12 EUR. Moving forward, we remain committed to sustaining this momentum to achieve exponential growth, mirroring the success of the previous year. Our objective is to establish ourselves as one of the top five most frequented entertainment platforms in Latin America, a goal we are steadfastly pursuing in the current and forthcoming years.



9. Policies and Procedures

- In addition to its major internal activities, the company leverages external consulting services from specialized partners in legal, compliance, and marketing matters.
- The collaboration between internal and external teams enables the company to meet the requirements and deadlines set by the GCB, such as the registration deadline for the new license (NOOCH), while also proactively addressing any potential conflicts with appropriate governance measures in place. This ensures that qualified personnel are readily available to address such situations.