

SUPERSTARS

BUSINESS PLAN

2024

Superstars Entertainment B.V.

Dr. M.J. Hugenholtzweg 25
Curaçao



Nome do
Logotipo

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0. COMPANY DETAILS

NAME	Superstars Entertainment B.V.
LEGAL FORM	Private Limited Liability Company
STATUTORY SEAT	Curaçao
DATE OF INCORPORATION	March 31, 2023
DATE ESTABLISHED	March 31, 2023
NOMINAL CAPITAL	100 share(s) with a nominal value of Euro 1
FISCAL YEAR	The fiscal year is equal to the calendar year
ADDRESS	Dr. M.J. Hugenholtzweg 25
COUNTRY	Curaçao
LOGO	

1. GENERAL VISION

History

Superstars Entertainment was founded on March 31, 2023, in Curaçao. The company is controlled by UBO, Carla Silva Reis, with extensive experience in the online gambling industry. The Superstars Entertainment team is made up of experienced and passionate gaming professionals with a proven track record of success in the industry.

Activities and Services

Superstars' activity is to:

- Organize, market, promote, manage, support, and operate all types of remote gambling activities, including all types of games, bets, and other betting exchange operations, interactive casinos, bingos, lotteries, and other interactive games for customers established or resident outside Curaçao.
- The company has the power to carry out all acts and things profitable or necessary for the realization of its objectives or related thereto or accessory thereto, in the broadest sense of the word.

Products and Services

Superstars Entertainment offers a wide range of online gambling games through its brands, including:

Slot machines: The company offers a wide range of slot machines from different providers, including classic slots, video slots, and progressive slots.

Table games: Superstars Entertainment offers a variety of popular table games, such as blackjack, roulette, baccarat, and poker.

Live casino games: The company offers live casino games with real dealers, providing a more authentic gaming experience.

Sports betting: Superstars Entertainment offers a complete sports betting platform, with coverage of a wide variety of sporting events.

Other games: The company also offers other games, such as bingo, lottery, and scratch cards.

Intellectual Property

Superstars Entertainment owns a portfolio of valuable intellectual property, including:

- Trademarks: The company owns several trademarks for its products and services, including the "Superstars Entertainment" and "Sambabet" brands.
- Software: The company owns the proprietary software that powers its online gambling platforms.
- Content: The company owns a large amount of gaming content, including games, graphics, and sounds.

Competitive Advantage

Superstars Entertainment has several competitive advantages, including:

- Experience: The company's team has extensive experience in the online gambling industry.
- Technology: The company uses state-of-the-art technology to provide a superior gaming experience for its customers.
- Content: The company offers a wide variety of high-quality games and other content.

- Customer focus: The company is committed to providing exceptional customer service.

Future Plans

Superstars Entertainment has ambitious plans for future growth. The company intends to expand its service offering, enter new markets, and increase its customer base.

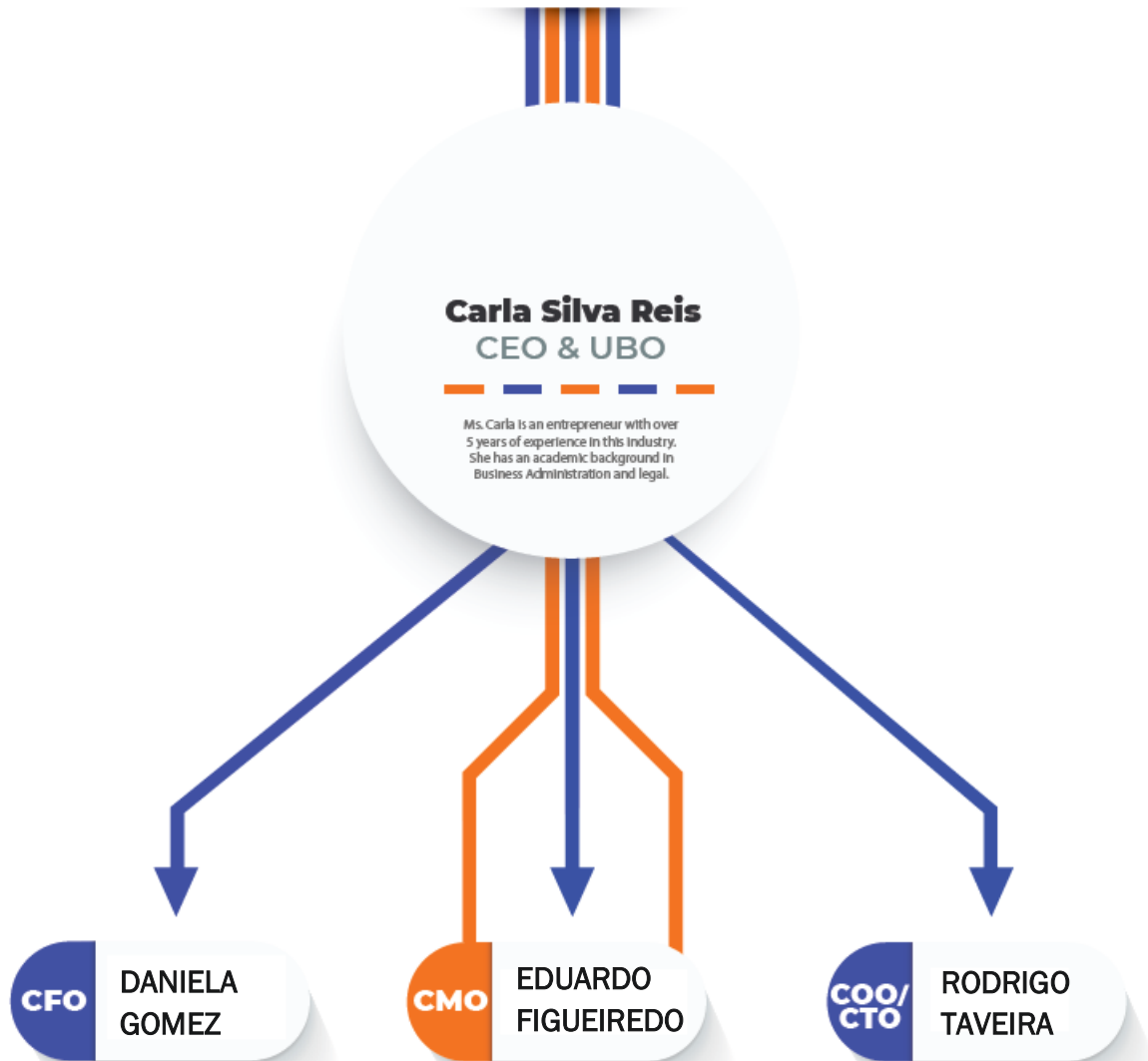
Superstars Entertainment is a company that manages brands that own online gambling platforms, well-established with a proven track record of success.

The company has an experienced team, a wide range of high-quality services, and strong intellectual property. Superstars Entertainment is well-positioned for significant future growth.

A company created to bring the best to its clients' Digital Marketing, specialists in iGaming Digital Marketing and with the main objective of bringing the best possible sales results through Creativity and Passion!

The company's vision is to provide the best customer experience in the sector. With its multi-brand strategy, proprietary technology, and presence in several markets, it is a stable company with a broad support base. Their customers are at the heart of everything they do, and their aim is not only to meet but also to exceed their expectations.

2. STRUCTURE



Departments:

Controlling and Reporting
Planning & Financial
Accountability
Business Intelligence
Compliance & AMLO Officer
Operations Management
CRM & Campaigns
Social Management
Costumer Services
Anti-Fraud Department
Information Technology
HR management

Company Management Structure

CEO/UBO: Carla Silva Reis

- Responsible for the company's overall vision and strategic decisions.
- Defines the company culture and ensures that it is adhered to.

CFO: Daniela Gomez

- Responsible for the company's finances.
- Prepares budgets, financial plans, and financial reports.
- Ensures that the company complies with financial laws and regulations.
- Reports to the CEO/UBO.

CTO/CCO: Rodrigo Taveira

- Responsible for the company's technology and operations.
- Ensures that the company's IT infrastructure is working efficiently and securely.
- Develops and implements new technologies for the company.
- Reports to the CEO/UBO.

CMO: Eduardo Figueiredo

- Responsible for the company's marketing and sales.
- Creates and implements marketing strategies to promote the company's products and services.
- Manages the sales team and ensures that they are achieving their goals.
- Reports to the CEO/UBO.

3. FINANCIAL FORECAST FOR THE NEXT 3 YEARS (2024-2026)

	2024
TOTAL REGISTRATIONS	3349044
REGISTRATION	1640406
FTDS	574142
FDT AMOUNT TOTAL	BRL 34 448 518,41
FTD RATE	35%
AVG. FTD AMOUNT	BRL 60,00
AVG FTD PER DAY	19138
UNIQUE ACTIVE PLAYERS % OF TOTAL DB	25%
UNIQUE ACTIVE PLAYERS	837261
AVG DEPOSIT PER PLAYER	4
PLAYER DEPOSITS TOTAL	8669079
PLAYER DEPOSITS BRL	BRL 780 217 080,72
AVG. DEPOSIT	BRL 90,00
AVG WITHDRAWAL % FROM DEPOSITS MADE	25%
PLAYER WITHDRAWALS TOTAL	2167270
PLAYER WITHDRAWALS BRL	BRL 325 090 450,30
AVG. WITHDRAWALS	BRL 150,00
NET CASH	BRL 455 126 630,42
AVG TURNOVER PER PLAYER	BRL 3 215,00
TOTAL TURNOVER	BRL 7 067 041 409,17
AVG CASINO SPLIT	90%

TURNOVER CASINO	BRL 6 360 337 268,25
GGR CASINO	BRL 254 413 490,73
CASINO MARGIN	4%
AVG SPORTSBOOK SPLIT	10%
TURNOVER SB	BRL 706 704 140,92
GGR SB	BRL 106 005 621,14
SB MARGIN	15%
AVG GGR PER PLAYER	BRL 163,97
TOTAL GGR	BRL 360 419 111,87
GGR MARGIN	5%
AVG BONUS USED PER PLAYER	BRL 129,14
TOTAL BONUS USED (BRL)	BRL 108 125 733,56
TOTAL BONUS USED (%)	30%
TOTAL NGR	BRL 252 293 378,31
BANKING FEES (2%)	BRL 22 106 150,62
OPERATION COSTS	BRL 2 820 000,00
SYSTEMS AND SOFTWARE COSTS	BRL 5 450 000,00
<i>AVG COST PER FTD</i>	BRL 200,00
PLAYER ACQUISITION COSTS	BRL 114 828 394,70
MARKETING, BRANDING, ETC.	BRL 2 100 000,00
TOTAL OPERATIONAL COSTS:	BRL 147 304 545,32
P&L	BRL 104 988 832,99

2025

TOTAL REGISTRATIONS	5153490
REGISTRATION	1804446
FTDS	631556
FDT AMOUNT TOTAL	BRL 41 051 151,10
FTD RATE	37%
AVG. FTD AMOUNT	BRL 65,00
AVG FTD PER DAY	21052
UNIQUE ACTIVE PLAYERS % OF TOTAL DB	25%
UNIQUE ACTIVE PLAYERS	1288373
AVG DEPOSIT PER PLAYER	4
PLAYER DEPOSITS TOTAL	9535987
PLAYER DEPOSITS BRL	BRL 858 238 788,79
AVG. DEPOSIT	BRL 90,00
AVG WITHDRAWAL % FROM DEPOSITS MADE	25%
PLAYER WITHDRAWALS TOTAL	2383997
PLAYER WITHDRAWALS BRL	BRL 357 599 495,33
AVG. WITHDRAWALS	BRL 150,00
NET CASH	BRL 500 639 293,46
AVG TURNOVER PER PLAYER	BRL 3 215,00
TOTAL TURNOVER	BRL 7 773 745 550,08
AVG CASINO SPLIT	90%
TURNOVER CASINO	BRL 6 996 370 995,08
GGR CASINO	BRL 279 854 839,80
CASINO MARGIN	4%

AVG SPORTSBOOK SPLIT	10%
TURNOVER SB	BRL 777 374 555,01
GGR SB	BRL 116 606 183,25
SB MARGIN	15%
AVG GGR PER PLAYER	BRL 163,97
TOTAL GGR	BRL 396 461 023,05
GGR MARGIN	5%
AVG BONUS USED PER PLAYER	BRL 92,32
TOTAL BONUS USED (BRL)	BRL 118 938 306,92
TOTAL BONUS USED (%)	30%
TOTAL NGR	BRL 277 522 716,14
BANKING FEES (2%)	BRL 24 316 765,68
OPERATION COSTS	BRL 3 102 000,00
SYSTEMS AND SOFTWARE COSTS	BRL 5 995 000,00
<i>AVG COST PER FTD</i>	BRL 200,00
PLAYER ACQUISITION COSTS	BRL 126 311 234,17
MARKETING, BRANDING, ETC.	BRL 2 310 000,00
TOTAL OPERATIONAL COSTS:	BRL 162 034 999,85
P&L	BRL 115 487 716,29

2026

TOTAL REGISTRATIONS	7228604
REGISTRATION	2075113
FTDS	726290
FDT AMOUNT TOTAL	BRL 50 840 271,75
FTD RATE	40%
AVG. FTD AMOUNT	BRL 70,00
AVG FTD PER DAY	24210
UNIQUE ACTIVE PLAYERS % OF TOTAL DB	25%
UNIQUE ACTIVE PLAYERS	1807151
AVG DEPOSIT PER PLAYER	4
PLAYER DEPOSITS TOTAL	10966385
PLAYER DEPOSITS BRL	BRL 986 974 607,11
AVG. DEPOSIT	BRL 90,00
AVG WITHDRAWAL % FROM DEPOSITS MADE	25%
PLAYER WITHDRAWALS TOTAL	2741596
PLAYER WITHDRAWALS BRL	BRL 411 239 419,63
AVG. WITHDRAWALS	BRL 150,00
NET CASH	BRL 575 735 187,48
AVG TURNOVER PER PLAYER	BRL 3 215,00
TOTAL TURNOVER	BRL 8 939 807 382,60
AVG CASINO SPLIT	90%
TURNOVER CASINO	BRL 8 045 826 644,34
GGR CASINO	BRL 321 833 065,77
CASINO MARGIN	4%

AVG SPORTSBOOK SPLIT	10%
TURNOVER SB	BRL 893 980 738,26
GGR SB	BRL 134 097 110,74
SB MARGIN	15%
AVG GGR PER PLAYER	BRL 163,97
TOTAL GGR	BRL 455 930 176,51
GGR MARGIN	5%
AVG BONUS USED PER PLAYER	BRL 75,69
TOTAL BONUS USED (BRL)	BRL 136 779 052,95
TOTAL BONUS USED (%)	30%
TOTAL NGR	BRL 319 151 123,56
BANKING FEES (2%)	BRL 27 964 280,53
OPERATION COSTS	BRL 3 567 300,00
SYSTEMS AND SOFTWARE COSTS	BRL 6 894 250,00
<i>AVG COST PER FTD</i>	BRL 200,00
PLAYER ACQUISITION COSTS	BRL 145 257 919,29
MARKETING, BRANDING, ETC.	BRL 2 656 500,00
TOTAL OPERATIONAL COSTS:	BRL 186 340 249,83
P&L	BRL 132 810 873,73

4. OVERVIEW OF THE DESIRED STRATEGY

SUPERSTARS' strategy for growth and maintaining market share is based on three main pillars:

- Affiliation: The company will invest in affiliate marketing to attract new customers.
- Marketing: The company will invest in digital and traditional marketing to increase its brand and generate leads.
- Social media: The company will use social media to interact with customers and promote its products and services.
- The company will implement the following marketing plans:
- Affiliate marketing: The company will create an even more robust affiliate program, which will offer affiliates a commission for every new customer they attract.
- Digital marketing: The company will strengthen itself with a variety of digital marketing channels, including SEO, SEM, PPC, email marketing, and content marketing.
- Traditional marketing: The company will use traditional marketing, such as television, radio, and press advertising.
- Social media: The company will further strengthen its presence on social media to interact with customers and promote its products and services.

Market Overview

The company operates in a highly competitive market. However, SUPERSTARS believes that it has several competitive advantages that will enable it to grow and maintain its market share. These advantages include:

- The strength of its brands: The company has strong brands that are gaining more and more notoriety in the markets in which they operate.
- Extensive experience: The company has a team with extensive experience in the online gambling industry.
- High-quality online gambling platforms: SUPERSTARS' brands offer high-quality online gambling platforms with a wide range of games.

The following markets are excluded from the analysis:

- Unregulated markets: The company only operates in regulated markets.
- Markets with low internet penetration: The company only operates in markets with high internet penetration.
- Markets with low purchasing power: The company only operates in markets with high purchasing power.

Reasons for Exclusion:

- Markets were excluded for several reasons, including:
 - Regulatory risk: Unregulated markets present a significant regulatory risk for the company.
 - Low internet penetration: Low internet penetration limits the company's market potential.
 - Low purchasing power: Low purchasing power limits the company's revenue potential.

The company believes that the strategy outlined in this document will allow it to grow and maintain its market share over the next 3 years. The company is committed to implementing this strategy effectively and efficiently.

5. MAIN SUPPLIERS AND MATERIAL RELIANCE

- The company's main suppliers include:
- Payment providers: The company relies on payment providers to process customer payments:
 - Anspacepay
 - Maldopay
- Software providers: The company relies on software providers to supply the online gambling platform.
 - Pragmatic
 - Evolution
 - Softgaming
 - Spribe
 - 1x2 gaming
 - 7mojos
 - Novelty
- Infrastructure providers: The company relies on infrastructure providers to supply the IT infrastructure needed to operate its business.
 - BELLOA TECHNOLOGIES
 - STREAMCO LIMITED

- Marketing providers: The company relies on marketing providers to help promote its products and services:
 - COMTELE SMS
 - NET BUSINESS
 - INNOVATION LABS
 - ADS PLACE MEDIA
 - ADMASTERS SOLUÇÕES DE MARKETING DIGITAL LTDA
 - AFFILIATEBET
 - BRAND LEGENDS INTERNATIONAL AB
 - DC TECH DIGITAL
 - FOMENTO AGENCY
 - LEONARDO H MULLER AGENCIA DE PUBLICIDADE LTDA
 - PEDIA GLOBAL LIMITED

- The company's material premises include:
 - Online gambling software: The company depends on online gambling software to be able to offer its games to its customers.
 - IT infrastructure: The company depends on IT infrastructure to operate its business.
 - Marketing: The company depends on marketing to be able to attract new customers and retain its existing customers.

Risk Management

SUPERSTARS recognizes that its dependence on suppliers and material dependencies represents a risk for its business, despite being aware of the risks that any business has.

SUPERSTARS takes the following measures to mitigate these risks:

- Supplier diversification: The company works with several suppliers to reduce the risk of service interruption.
- Long-term contracts: The company enters into long-term contracts with its suppliers to guarantee access to essential products and services.
- Contingency plans: The company develops contingency plans to deal with interruptions in the service of its suppliers.
- The company takes measures to mitigate the risks associated with its dependence on suppliers and material dependencies. The company believes that the measures it takes are sufficient to protect its business.

RISK ASSESSMENT AND MANAGEMENT

SUPERSTARS has a comprehensive risk assessment and management process. This process is designed to identify, evaluate, and mitigate risks that may affect the company's business.

Risk Assessment

The company uses a variety of methods to assess risks, including:

- SWOT Analysis: The company carries out a SWOT analysis to identify its strengths, weaknesses, opportunities, and threats.
- Scenario analysis: The company carries out scenario analysis to assess the impact of different future events on its business.
- Sensitivity analysis: The company carries out sensitivity analyzes to assess the impact of different variables on its business.
- Daily financial analysis: The company carries out daily financial reports that allow it to detect the main risks that may be occurring on its platforms.

Risk Mitigation

The company uses a variety of methods to mitigate risks, including:

- Diversification: The company diversifies its business to reduce the risk of being affected by a single event.
- Insurance contracts: The company will purchase insurance contracts to protect itself against financial losses.
- Contingency plans: The company develops contingency plans to deal with unexpected events.

Audit and Oversight

SUPERSTARS has a comprehensive risk audit and oversight process. This process is designed to ensure that risks are identified, assessed, and mitigated effectively. This audit and evaluation are carried out monthly, under the following conditions:

- Meeting with the Management team: to carry out a more up-to-date SWOT analysis, identifying the company's strengths, weaknesses, opportunities, and threats that month.
- Brainstorming: Uses brainstorming techniques to identify potential risks in each area.
- Scenario analysis: Performs scenario analysis to assess the impact of different past events on the company's business, preventing these risks for the future.
- Process mapping: The company's main business processes are identified and each step of the process that has been changed is mapped.

- Risk points are identified: Each stage of the process is analyzed to identify potential risk points.
- Assess probability and impact: The probability of each risk occurring again and the potential impact it caused and could have on the company's business is assessed.
- Monitoring regulatory changes: Regular monitoring of changes in laws and regulations that may affect the company's business.
- Monitoring market trends: Monitor market trends and changes in technology that may present new risks or opportunities.
- Monitoring competitors' activities: To identify new threats or opportunities.
- Assigning a probability and impact to each risk: A probability and impact is assigned to each identified risk, using a quantitative or qualitative scale.
- Prioritize risks: according to their probability and impact.
- Use of risk analysis tools: Risk analysis tools are used to calculate the company's VaR.
- Confidence level: Defines the level of confidence that the company wishes to have in the VaR estimate.
- VaR Monitoring: The company's VaR is monitored over time to identify changes in the risk profile.
- Development of hypothetical scenarios: representing different future events that could affect the company's business.
- Development of action plans for each risk: Specific action plans are developed for each risk, including prevention, detection and response measures.

External Audit

The company has an audit department that carries out regular audits of its operations. These audits are designed to ensure that the company is compliant with laws and regulations and that its risk management processes are effective.

The company is also audited by an independent external auditor. This audit is designed to provide independent assurance about the company's financial position and the effectiveness of its risk management processes.

Oversight Committee

SUPERSTARS has a risk oversight committee that is responsible for overseeing the company's risk management process. The committee is made up of members of the board of directors and management.

SUPERSTARS has a comprehensive risk assessment and management process. This process is designed to identify, evaluate and mitigate risks that may affect the company's business. PRESIDENT SUPERSTARS also has a comprehensive risk audit and oversight process that is designed to ensure that risks are managed effectively.

6. LEGAL AND GOVERNANCE FRAMEWORK

Oversight of the Board of Directors

The Board of Directors oversees the management of the company and is responsible for:

- Define the company's strategy;
- Approve the annual budget and business plans;
- Monitor the company's performance;
- Ensure the company's compliance with laws and regulations;
- Protect the interests of shareholders.

Current Composition of the Board of Directors:

- UBO: CARLA SILVA REIS

Interaction with Everyday Decision Making

The UBO is not involved in the company's day-to-day decision-making. This responsibility is delegated to the management team. However, the UBO meets regularly with the management team to:

- Review the company's performance;
- Discuss the main challenges and opportunities.
- Provide guidance and support.

Matters Reserved to the Board of Directors/UBO

The following matters are reserved for the CA/UBO:

- Approval of mergers and acquisitions;
- Issuance of new shares;
- Declaration of dividends;
- Approval of large investments;
- Appointment and dismissal of members of the management team.

Legal Support and Advice

The company receives support and legal advice from an external law firm.

Guests to Board of Directors Meetings

In addition to its members, the CA may invite to its meetings:

- Members of the management team;
- External consultants;
- Other specialists.

7. KPI

SUPERSTARS uses a variety of key performance indicators (KPIs) to measure long-term business success and objectives. KPIs are used to monitor company performance in areas such as:

- Sales: SUPERSTARS monitors total sales, sales by service and sales by distribution channel.
- Profit: SUPERSTARS monitors gross profit margin, operating profit margin and net profit.
- Growth: SUPERSTARS monitors the annual growth rate, market share and number of new customers.
- Efficiency: SUPERSTARS monitors production costs, marketing costs and general and administrative costs.
- Customer satisfaction: SUPERSTARS monitors customer retention rate, customer satisfaction score and number of customer complaints.

Long-Term Business Objectives

The company's long-term business objectives include:

- Increase sales by 10% to 15% per year;
- Increase the net profit margin to 20%;
- Increase market share to 25%;
- Reduce production costs by 5%;
- Increase customer satisfaction scores every year;
- The company uses KPIs to monitor its progress against its long-term business objectives.

8. POLICIES AND PROCEDURES

SUPERSTARS policies and procedures are developed both internally and externally.

Internal Preparation:

- Legal Department: The company's legal department is responsible for writing and reviewing policies and procedures.
- Consultants - Management Team: The company has an experienced management team that allows it to assist in the development of specific policies and procedures.

External Elaboration:

- External Consultants: The company hires external consultants to develop and review all policies and procedures.
- Ready-made Models: The company, in some cases, uses ready-made models of policies and procedures available online or in specialized locations.