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**C.E.
INTERNATIONAL
B.V.
Business Plan**



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Services

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INTRODUCTION

We are going to present to C.E. International B.V., a company created for expand our brand BetPlay:

1. Executive Summary
2. Company Overview
3. Business Description
4. Market Analysis
5. Operating Plan
6. Marketing and Sales Plan
7. Financial Plan

I. EXECUTIVE SUMMARY

C.E. International B.V. is a company in Curacao, and its acts of incorporation are therefore subject to the legislation of that country, under the commercial register of the Curacao Chamber of Commerce & Industry is registered under number 162607, it is a private limited liability company, incorporated and established on December 23.2022.

C.E. International B.V. has a nominal capital of 500 shares with a nominal value of USD\$10 (dollar), its fiscal year is equal to the calendar year.

The object of the company is to organize, market, promote, manage, support and operate all types of remote gaming activities, comprising of types all games, betting and other operations of betting exchange, interactive casinos, bingos, lotteries and other interactive games for clients established or residing outside of Curacao.

The company has the power to perform every act and thing profitable or requisite to the accomplishment of its purpose or connected therewith or incidental thereto in the widest sense of the world.

Its Managing Director is German Alberto Segura Vasquez and the local representative as Proxy Holder is Dutch Antilles Management N.V., its registration number official is 10692.

C.E. International B.V.'s mission is to bring to Latinamerica, starting in Ecuador the experience and organizational structure that have already been successful in other markets, combined with excellent service and transparency.

C.E. International B.V.'s mission is to ensure the construction of a safe sports betting and gambling environment, and to contribute socially by generating income through job creation.

C.E. International B.V.'s vision is to grow constantly, with solidity and sustainability, becoming a leading company and a benchmark in regulated real and virtual games.

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The values that represents to C.E. International B.V. are:

Service: C.E. International B.V. strives to meet the needs of our internal and external customers effectively.

Respect: C.E. International B.V has a duty to treat our internal and external customers with consideration, generating trust and excellence in performance, encouraging mutual cooperation in an environment where diversity is promoted and valued.

Responsibility: C.E. International B.V has the responsibility to assume and respond to commitments to customers, suppliers, regulators, society and, above all, assuming the consequences of decisions in accordance with established processes to achieve common objectives.

Teamwork: C.E. International B.V integrates the diversity of working styles that exist throughout the organization, taking advantage of the richness of individual differences.

Innovation and Quality: C.E. International B.V excels in the quality of its processes and the application of standards, maintaining the best possible technology and quality.

2. COMPANY OVERVIEW

C.E. International B.V. is a company created to operate betting sports, slots, casino. We have an own brand, its BetPlay in Colombia, we have a 60% of market share in that country. Our **Mission** is entertain with exciting, memorable and innovative experiences, promoting online gaming responsibly. Our **Vision** is to be the leading online gaming platform in Latin America, with the best entertainment alternative, driven by a passionate team in provide the best experience to our customers. Our **Mission statement** We are aware that the planet is everyone's responsibility, we are going to help in the fight against the climate crisis by contributing to the planting of our own native forest with SAVING THE AMAZON, honoring the name of each of our customers, employees and others stakeholders.

C.E. International B.V. has not yet started **operations**, we have been preparing our platform, suppliers and others to start operations in the medium term in Ecuador The company has not yet started operations, we have been preparing our platform, suppliers and others to start operations in the medium term in Ecuador, which is the first and only market projected for the next 3 years, because our commercial expansion strategy is initially in Latin America, taking care of every step we take to then open the next country.

With a qualified team of managers and employees, we will be able to operate C.E. International BV. through its platform, with the hope of achieving significant numbers already in the first year of operation.

Aware of the need to launch the business with an intelligent and efficient management model, the company will have the following organizational structure:

- Directory
- Marketing
- Finance
- Service
- Human resources

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Qualified employees will form each management team, striving for excellence in customer service and user experience, in attracting new customers and in providing full service to the platform.

Financial goals: we will collect more than two million dollars in Net profit for the third year, which shows the potential for growth in this activity.

3. BUSINESS DESCRIPTION

As a market player, C.E. International B.V's mission is to guarantee the construction of a safe and gambling and sports betting environment and to contribute socially to the generation of income through the creation of jobs.

Taking advantage of an environment in which only operators in a booming sector will be able to compete and generating interest from clients, clubs, leagues and other sports actors, we believe that C.E. International could soon reach important and valuable figures.

This can only be achieved by creating an organized plan, executed with excellence, through the use of a solid platform, integrated and reliable support systems, the result of years of experience in operating sports betting in other countries, which we consider a clear advantage. competitive.

Through our brand BetPlay will offer a sports betting and gambling platform with an Online solution responsible for the administration and management of Players and users of Internet-operated Games supported by microservices architecture, meeting all the requirements of the different regulatory bodies. The development of a truly innovative, reliable, scalable and cutting-edge technological platform that allows the integration of online betting, its vision of being number one internationally, has a great team of architects and developers who work to guarantee the functionality, availability and integrity of all services. In addition to the robust platform, it has a team specialized in the service and use of the system, and strategic alliances with financial entities, payment gateways and others guarantee the reliability of the data provided.

Products and Pricing

Simple Bet

1) In "1X2" you can bet on the result (partial or final) of a match or event. The options are: "1" = home team/player 1, or the participant listed on the left-hand side of the offer; "X" = draw/tie, or the option that

appears in the middle; "2" = away team/player 2, or the participant listed on the right-hand side of the offer. On special occasions or specific contests, [the Operator] may present a so-called "American" offer (e.g. visiting team @ home team), where the home team is listed after the visiting team. Regardless of the position of the teams on the scoreboard/booklet, references to "home" and "away" teams will always refer to the actual teams playing at home (home) and away (away) respectively, as determined by the official organization, excluding the stated exceptions.

2) In "Correct Score" (also known as Score Betting) you can bet on the exact result (partial or final) of a match/event or part of it.

3) In "Over/Under" (also known as Totals) you can bet on the number (partial or final) of goals, points, corners, rebounds, penalty minutes, etc. If the total number of occurrences is exactly equal to the bet line, all bets will be declared void. For example, a bet offer where the betting line is 128.0 points and the match ends with a score of 64 to 64 will be declared void (odds of 1).

4) In "Odd/Even" you can bet on the number (partial or final) of goals, points, corners, rebounds, penalty minutes, etc. "Odd" is 1, 3, 5, etc.; "Even" is 0, 2, 4, etc.

5) "One-on-one" and "Three-on-three" are competitions between two or three participants/results, coming from an official event or otherwise, as indicated virtually by C.E. International B.V.

6) In "First half/regulation time" you can bet on the result of the first half and the result of the period indicated. For example, if in the first half the local team is leading 1-0 and the match ends 1-1, the winning score will be 1/X. Bets on this market will be declared void if the match is played in a format where it is impossible to determine the result according to the time intervals indicated in the offer.

Combined bet

7) In "Period Betting" you can bet on the result of each period of the match/event. For example, if the score of the period of an ice hockey match is 2-0/0-1/1-1, the winning score will be 1/2/X. Bets on this market will be declared void if the match was played in a format in which it was impossible to determine the outcome according to the deadlines indicated in the offer.

8) In "No Draw Bet" (known as Moneyline) it is possible to bet on "1" or "2" as indicated in <Section B, Paragraph 2.1>. It is also very common to refer to "No Tie Bet" in cases where no tie odds are offered. Bets will be returned if the game/event in question ends without a winning result (e.g. ends in a draw) or if the event does not occur (e.g. first goal, no tie bet and 0-0 result).

9) In "Handicap" (known as Spread) it is possible to bet on whether the chosen result will be the winner once the indicated handicap has been added/subtracted from the game/period/final result of the bet in question (as applicable). In circumstances where the result after applying the handicap line adjustment is exactly the same as the bet line, all bets relating to this offer will be declared void. Example: a bet on -3.0 goals will be declared void if the chosen team wins the match by an exact difference of 3 goals (3-0, 4-1, 5-2, etc.). Any reference in this section to the term "margin" should be understood as the result arising from subtracting the goals/points scored by the 2 teams/participants.

10) Unless otherwise stated, all handicaps indicated on the C.E. International B.V (BetPlay) website shall be calculated on the basis of the result from the start of the indicated match/periods to the end of the indicated match/periods. However, it is common for certain handicap betting offers on specific sports (Asian handicap on soccer) to only take into account the results obtained from the moment the bet was placed until the end of the indicated time interval, for example ignoring any goals/points scored before the moment the bet was placed and accepted. Any betting offer with these characteristics will be clearly displayed on the website and highlighted in the customer's Bet History with the result at the time the bet was placed.

There are three types of "handicap betting" formats:

2- way handicap: Team A (-1.5) vs. Team B (+1.5) Example:

Team A is given a handicap of -1.5 goals in the match. To win the bet, Team A must win the match by a margin equal to or greater than the stated handicap (i.e. 2 goals or more).

Team B gets a +1.5 goal advantage in the match. To win the bet, Team B must win the match, finish the match level or not lose by a margin equal to or greater than the advantage indicated (i.e. lose by a margin of 1 goal).

3- way handicap: Team A (-2) draws (exactly 2) with Team B (+2) Example:

Team A is given a handicap of 2 goals in the match. To win the bet, the team must win the match by a margin greater than the stated handicap (i.e. 3 goals or more).

A draw can be the winning result if the match ends with exactly the margin indicated (i.e. the match ended with results such as 2-0, 3-1 and 4-2).

Team B gets a 2-goal lead in the match. To win the bet, Team B must win the match, finish the match level or not lose by a margin equal to or greater than the declared advantage (i.e. only lose by a margin of 1 goal).

Asian Handicap: Team A (-1.75) vs. Team B (+1.75) Example:

- Team A gets a handicap of -1.75 goals in the match. This means that the bet is split into 2 equal bets and the outcomes are -1.5 and -2.0. For the bet to be paid out in full at the stated odds, Team A must win the match by a margin greater than the two stated handicaps (i.e. a margin of 3 goals or more). Should Team A win with a margin of only 2 goals, the bet will be considered a partial winner, with full payment of the -1.5 part of the bet and a refund of -2.0, provided that the result of that part of the bet would be

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considered a "draw". If the match produced any other result, such as Team A winning by a margin of just 1 goal, the entire bet would be lost.

- Team B gets a +1.75 goal advantage in the match. This means that the bet is split into 2 equal bets and the outcomes are +1.5 and +2.0. For the bet to be paid out in full at the stated odds, Team B must win the match, finish the match level or not lose by a margin equal to or greater than any of the stated advantages (i.e. only lose by a margin equal to or greater than any of the stated advantages). margin of 1 goal). If Team B loses by a margin of exactly 2 goals, the bet will be considered a partial loser, with a refund on the -2.0 part of the bet and a loss on the -1.5 part of the bet. If the match produced any other result which resulted in Team B losing by a margin of 3 goals or more, the entire bet would be lost.
- In "Doubles" you can bet on two results (partial or final) of a match or event at the same time. The options are: 1X, 12 and X2 with "1", "X" and "2".
- When betting on "Winner" or "Position" it is possible to choose between several alternatives and bet that a participant will win or be in a specific position in the standings of the event or competition in question. If two or more participants share finalist positions.
- An Each Way (EW) bet refers to a bet in which the chosen selection must win or be placed under the terms of payment. The bet is split in two (the "Winner" and the "Placer") with an equal share. Settlement of these bets will take into account the applicable rules of the "Win" and "Place" bet.
- "Goal Minutes" is the bet for which it is possible to bet on the sum of the minutes in which the goals were scored. When these bets are paid out, goals scored in the two overtime periods are considered as if they had been scored in the 45th minute if the goal was scored in the first half overtime, and in the 90th minute if the goal was scored in the second half overtime. Goals scored in one's own goal will not be taken into account in the payment of the individual player's "Goal Minutes".

Company Management Structure showing Key Management Roles and Reporting Lines:

STRUCTURE

1. Administration

1 CEO
1 MANAGER (ONLINE PLATFORM)
1 MANAGER (PHYSICAL PLATFORM)

2. Marketing

1 CMO
2 MARKETING ASSISTANTS
1 DESIGNER

3. Finance

1 FINANCIAL DIRECTOR
2 FINANCIAL ASSISTANTS

4. Service and

support 1

MANAGER
5 ADVISORS / ASSISTANTS
1 OMBUDSMAN AND QUALITY CONTROL

5. Human resources

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1 MANAGER

6. Legal

1 LAWYER (SERVICE PROVIDER)

1 INTERNAL CONSULTANT

ADMINISTRATIVE COUNCIL



MANAGING DIRECTOR

4. MARKET ANALYSIS

Expansion Process

Its commercial and operational management cover countries in the Gray Zone that are suitable to operate through the Curaçao license that is in process, however we establish priorities according to factors such as population, regulation and scope, among others.

We will offer the current products in New markets, increasing the audience and therefore, customers potentials. We will opt for the geographical expansion, starting with Latin America.

PAÍS	POBLACIÓN MILLONES HABITANTES	CRECIMIENTO DEL PIB ANUAL A 2023	PIB POR HABITANTE 2023	CRECIMIENTO DE CONSUMO ANUAL GASTO FAMILIAS A 2022
ECUADOR	18.2M	2.7%	USD 6.588	10.2%
CHILE	19.5M	-1.0%	USD 17.281	20.3%
R.DOMINICANA	11.1M	4.5%	USD 11.405	6.6%
VENEZUELA	28.1M	6.5%	USD 2.267	-3.4%
HONDURAS	10.3M	3.5%	USD3.080	15.1%
COSTA RICA	5.1M	2.9%	USD13.805	5.8%
MÉXICO	126.7M	1.2%	USD 11.251	7.5%
ARGENTINA	45.8M	2.0%	USD 13.767	10.0%
PARAGUAY	7.3M	4.3%	USD 5.907	5.7%
BRASIL	215.5M	1.0%	USD 9,572	3.5%
PERÚ	33.7M	2.6%	USD 7.353	11.7%



First country opening: Ecuador. Subsequent opening of gray zone countries: Honduras, Costa Rica, Republic Dominican and Venezuela.

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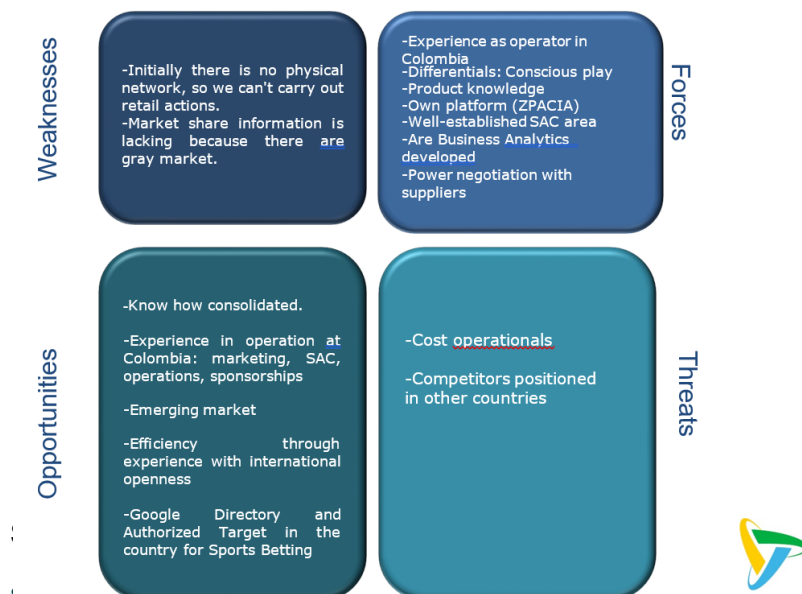
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Globally, the sports betting sector has become a market in constant growth and evolution, presenting a high level of competition and great demand from consumers.

In our company belonging to the aforementioned sector and in the current process of expansion mainly to Latin America, we are faced with a series of threats and challenges that may affect our profitability and long-term sustainability.

With respect to competition, one solution to address these threats is the diversification of the sports betting offer. In our case, constantly expanding the portfolio of products and services where we include live betting, virtual betting, casino games and other entertainment-related products is an effective strategy. This will allow us to attract a broader audience and diversify our revenue sources, reducing dependence on a single market segment. Another solution is the implementation of more effective and personalized marketing and promotion strategies. Through CRM and Business Analytics, data and analysis can be used to better understand the behavior and preferences of bettors, and thus offer them more relevant and attractive offers and promotions.

SWOT analysis:



5. OPERATING PLAN

RISK MANAGEMENT PROCESS:

Firstly, by indicating the ODD and matches, the supplier manages the risks. Player management determines the player profile.



Normal - nests to be categorized WG.
I hope it won't be profitable in the future Arb
Mainly making arbitrage bets VIP.
I hope that profitable in the future.

Risk limits configured by:
Live pre-match horse racing.

Partner strategy

Number of risk approaches that can be successful.

OPERATOR B

Partner situation:

- ✓ Market challenger in similar business sectors
- ✓ Competitive sports betting scenario:
- ✓ Mature market, highly competitive and difficult to acquire market share.

Partner strategy:

- ✓ No plans for major marketing campaigns
- ✓ Upsell to existing customer base with consistent margin
- ✓ Kambi Risk Strategy:
- ✓ Conservative strategy focused on players with high margins.
- ✓ Players start with low limits.
- ✓ Low tolerance for variation risk. You empower Sharp's customers just by reducing them to very low limits, quickly.
- ✓ Profitable future players have a lower maximum risk limit.

OPERATOR A

Partner situation:

- ✓ Market leader in similar business sectors (i.e. Media, Sports, Fantasy Sports...)
- ✓ Competitive sports betting scenario

Partner strategy:

- ✓ Use a strong brand identity, migrate and retain the existing customer base.
- ✓ High marketing expenses to acquire high-value players
- ✓ Kambi Risk Strategy:
- ✓ Aggressive strategy focused on identifying and retaining high-value players.
- ✓ All players start at high and competitive limits
- ✓ High tolerance to variation risk
- ✓ Skilled and capable players are not limited too quickly or too severely
- ✓ to protect us from the negative potential of public relations

ACCOUNT MANAGEMENT

Registration processes

The user enters the platform, starts the registration process, the user accepts, the user's data is requested, and if valid, the registration and continue to the next stage which is Login.

Login process

The user enters the platform, the user must accept it and follow the "Login", for users with an active account, the player can make "Deposits" to credit his account, and after the deposit, he can proceed to "Betting". At the same time, there is a "Withdrawals" process, which requires the player to send an identification document for validation. If the document is validated, the withdrawal is allowed.

Account monitoring

Analyze and verify the accounts of users registered on the /BetPlay platform, in order to identify those who show unusual behavior and take the relevant actions, such as temporary or permanent withholding, in order to avoid possible legal non-compliance or fraud.

Likewise, validate the withheld or blocked accounts reported in order to carry out a possible reactivation.

Below are the statuses created for user accounts in the system in order to classify them:

STATE	CAUSAL	DESCRIPTION OF THE CAUSE
ACTIVE	N / D	Normal use of all platform services
CLOSED	Wrong data	It does not allow any movement on the platform.
	User request	The entire transactional history of the closed account is saved.
LOCKED	Inconsistent/incorrect data	Allows you to log in to the account
		No deposits allowed
	Fraudulent customer	Inability to place bets
	Restrictive Lists	Allows money to be withdrawn.
	Identity theft	Cannot create a new account
PASSWORD LOCKED	Lock due to incorrect password entry	Does not allow you to log in
SUSPENDED FOR TIME	Inactivity for 6 months	The user must complete the password recovery process to activate the account again
DETAINED	Inconsistent/incorrect data	Doesn't allow you to log in
	Fraudulent customer	No deposits allowed
	Restrictive Lists	Disqualified from placing bets
	Identity theft	No withdrawals allowed
	Others	

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SELF-EXCLUDED	User request	The user makes the self- exclusion request which is applied depending on the time selected by the user.
		It allows the user to log in and withdraw their money if meets the conditions for withdrawal.
RELATED PERSON	Employee	No account creation
		If the account is created, it is unable to make any moves on the platform, a total block.
SUSPENDED FOR PRECAUTION	Inconsistent/incorrect data	Does not allow you to log in
	Fraudulent customer	No deposits allowed
	Restrictive Lists	Inability to place bets
	Identity theft	No withdrawals allowed
	Others	
CANCELED FOR TIME	Inactivity for 11 months	The user must complete the password recovery process to activate the account again.
CLOSURE ACCOUNT	Closing the application	By user request

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Make sure that the user can update the details of the active C.E International B.V./BetPlay account such as e-mail, cell phone, address, so that your account has current and correct data so that you can carry out your account processes and thus avoid possible fraud.

Bet processing:

Definitions

1) "Error" is a fault, a typo, a confusion, a misinterpretation, a misreading or mistranslation, a spelling mistake, a technical problem, a registration error, a transaction error, a manifest error, a force majeure and/or similar cause.

Examples of errors, not exclusive:

Bets denied due to a technical problem, but which would be accepted under normal conditions. Bets placed on events/betting offers whose outcome is already known.

Bets placed on markets/events whose participants are incorrect or not permitted in the applicable jurisdiction.

Bets placed at odds substantially different from those available on the events when the bets were placed.

Offering bets whose odds reflect an incorrect score or not.

Clearly incorrect odds based on the probability of an event occurring at the time the bet was placed.

2) "Influencing bets" is an act prohibited by C.E International B.V./BetPlay in which an account holder, or other parties acting in association with an account holder, may influence the outcome of a match or event, either directly or indirectly.

3) "Syndicated Betting" is an act prohibited by C.E International B.V./BetPlay, in which an Account Holder, or other parties, acting in association with an Account Holder, circumvent the rules of C.E International B.V./BetPlay, directly or indirectly. Where it is evident that account holders are acting in this way, C.E International B.V./BetPlay reserves the right to cancel bets and/or defer payment of bets until the investigation is concluded.

Accepting bets:

1) A bet will not be valid until it is validated and appears in the account holder's betting history. If in doubt about the validity of a bet, the account holder should check the open (pending) bets or contact customer service.

2) Unless accepted in error, bets once accepted will stand and cannot be withdrawn. It is the customer's responsibility to ensure at all times that the details of the bets placed are correct. Under no circumstances does C.E International B.V./BetPlay accept liability for any errors (perceived and actual).

3) If a dispute arises regarding the acceptance of a transaction (or lack thereof) on the account of the account holder, the transaction register database shall be the supreme authority in deciding such matters.

Limitations on bets and payouts

1) C.E International B.V./BetPlay reserves the right to limit the net payout (the payout after deducting the amount wagered) of any bet or combinations of bets placed by an account holder to a limit amount for bets placed or settled within a 24-hour period. This limit will depend on the sport, league and type of betting offer in question.

2) All bet selections are subject to pre-imposed limits set at the sole discretion of C.E International B.V./BetPlay.

Should this limit be reached, the account holder has the right to request its extension by means of a request that must be submitted via the payment platforms.

C.E International B.V./BetPlay reserves the right to accept (in whole or in part) or reject said request without prior notice and without providing further explanation.

3) C.E International B.V./BetPlay reserves the right to reject, at its sole discretion, any requested bets, in part or in full. This includes the possibility of a "system bet", not being accepted in its entirety, either in terms of bets or combinations included in that "system bet".

4) C.E International B.V./BetPlay reserves the right to restrict or deny access, in whole or in part, to the user's account at its sole discretion.

5) All bets placed through any C.E International B.V./BetPlay platform, including bets requesting manual approval, are subject to delays before placement acceptance, so their duration may vary. Such delays shall be established by C.E International B.V./BetPlay at its sole discretion.

6) C.E International B.V./BetPlay reserves the right to withhold any payment and/or cancel bets on an event (or series of events) if there is sufficient evidence that any of the following events have occurred:

- a. The integrity of the event was questioned.
- b. The price(s) or pool have been manipulated.
- c. The match was rigged and is being investigated for it.
- d. You need to check the results with third parties, not just the organizers or the relevant regulatory body.

Proof of the above may be based on the size, volume or type of bets placed with C.E International B.V./BetPlay on all or part of its betting channels, as well as information from other providers or officially recognized betting organizations.

7) All odds offered are subject to change. This fluctuation is determined solely at the discretion of C.E International B.V./BetPlay. Bets are only accepted on betting network odds when the bet is accepted by C.E International B.V./BetPlay, regardless of any other claim or prior publication on the website or any other means of communication.

8) All calculations regarding payouts when placing bets will be made with odds decimal, regardless of any other type of format chosen/indicated at the time of placing the bet. Cancellation of bets

- 1) A bet can be declared void; in which case it will be settled at odds of 1.00.
- 2) Bets placed as accumulator bets will remain valid even if the games or events that are part of The accumulator bets are canceled.
- 3) C.E International B.V./BetPlay, at its sole discretion, reserves the right to declare a bet void, in whole or in part, if it becomes obvious that any of the following circumstances have occurred:
 - a. Bets have been proposed, placed and/or accepted due to an error and/or values that differ significantly from those currently present elsewhere on the market.
 - b. The bets were placed while the site was experiencing technical problems, otherwise they would not have been accepted.
 - c. The bets were influenced.
 - d. Syndicated bets have been placed.
 - e. The result was affected by fraudulent actions, directly and indirectly.
 - F. A warning has been published about the bet that greatly changes the odds.

4) Associated contingencies: Unless placed via the C.E International B.V./BetPlay event accumulator feature, or explicitly offered in an offer, C.E International B.V./BetPlay prohibits the accumulation of bets that include two or more outcomes that may be related (e.g. Team X is proclaimed champion and Player Y is the top scorer in the same league). Even if C.E International B.V./BetPlay takes all necessary measures to prevent such possibilities, should they occur, C.E International B.V./BetPlay reserves the right, at its discretion, to declare void all parts of the accumulated bet that may include relations of results whose probabilities are not indicative of the contingency indicated.

5) A bet can be declared void without the event having been played.

6) Previous publications and other cancellations: C.E International B.V./BetPlay employees strive to offer the best user experience, but in the event that a market is available for betting when it should not be or shows incorrect odds, C.E International B.V./BetPlay reserves the right to void all bets accepted under these circumstances. These include not only similar cases such as:

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- Pre-match bets placed/accepted after the start of the event.
- Live bets placed/accepted with incorrect odds due to a delay or failure in the live broadcast or with odds relating to a result other than the current one.
- Bets placed after the last moment in which a participant/result can affect the score of the match/event in question related to the current market and a possible draw/disqualification/cancellation/change of format or any eventuality are declared void. ability of the participant/result to influence that result.
- Bets placed at odds that do not reflect that a related event was taking place in which the conditions could have been directly and unquestionably changed or, alternatively, after an event whose outcome could be considered as a consequence of an event contested or already contested.

Disclaimer and priority

- 1) C.E International B.V./BetPlay reserves the right, at its sole discretion, to adjust a payment credited to an account holder's account if it becomes obvious that the payment was credited to that account due to an error.
- 2) In order to correct any inaccuracies that may have occurred in the account holder's balance following the deposit of any undue amount, C.E International B.V./BetPlay reserves the right to take all necessary measures, without prior notice and within reasonable limits, to adjust the customer's balance. balance by amending, modifying or canceling any transaction subsequently carried out on the customer's account.
- 3) For a thorough investigation of the matter, complaints or disagreements regarding the payment of a betting offer must be reported to C.E International B.V./BetPlay within a maximum of 14 days from the initial payment. Further complaints will only be considered if the account holder provides irrefutable proof that a payment error has occurred. Such evidence will only be taken into account if it can be attributed in any way.
- 4) C.E International B.V./BetPlay reserves the right to suspend access to the account until the investigations it deems appropriate have been completed.
- 5) These rules apply to all transactions made with the C.E International B.V./BetPlay sports betting site and
- 6) may be supplemented by other rules. In case of doubt, the order of priority is as follows:
 - a. The rules and conditions published with an offer and/or campaign;
 - b. If they are inconclusive, reference will be made to the general rules of the sports betting site, unless the specific sports rules specify otherwise.
- 7) Should C.E International B.V./BetPlay deem these rules to be inconclusive, it reserves the right, at its discretion, to establish offers on an individual basis based on fairness, adhering to generally accepted betting rules, laws and definitions.
- 8) Any data provided or accessible on or from the Sports Betting Website, or in connection therewith, may only be used by the Account Holder privately and without commercial purpose, and any use or attempted use of such data for commercial purposes is strictly prohibited. purposes.

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- 9) C.E International B.V./BetPlay has the right to require any Account Holder to comply with a contractual term relating to the Website.

Probability management:

Probability creation process

Start with data, historical or even real-time data. This data can be statistics or match events, the latter being more relevant for live events.

In this way, the mathematical model is created with data from different sports that use information from the match or input parameters to generate probabilities.

The commercial team works closely with mathematicians to build these mathematical models, adding information that may not be found through data alone.

There is a constant feedback loop between traders and mathematicians to iterate the models.

Third-generation traders (soccer for now) take this to another level by including much larger amounts of data and automating the input parameter settings.

The layers of risk management and the intervention of the sales team make it possible to operate with precision, but also to provide the best user experience for customers.

This probability calculation requires many operations and people to load data into the product and monitor equipment to ensure the correct application of the models and tools.

Provides a wide range of frictionless betting opportunities.

It allows our partners to offer their sports betting customers unique and localized betting offers, the price of which increases within minutes.

The seniority of our team is a plus.

The ability to operate the product at a high level is provided, even as we automate more and more, we find that they can add something extra in monitoring, additional supply or data points.

They are a crucial part of our product development processes.

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By configuring our current special offer, they mean that we can be super agile and increase the price for any request from the operators.

Real-time monitoring

- Overview of operations
- Customized tools
- Monitoring arbitration
- Reports
- Climbing

Our monitoring process

We have a 24/7 global team of experienced traders who constantly monitor live prices on the net.

We are a second layer above the traders who monitor price changes, liabilities and player profiles, providing a 'bird's eye view of trades'

We have customized tools that we use to check the prices of certain sports accessories before they enter the site, as a second layer after the respective sports teams have set the price; they have specific ranges based on the players' percentages and previous data.

We use software that alerts us to any arbitrage we have in the market, then we act accordingly and work with traders to ensure that we always have the most accurate prices on the site.

We have reports focused on suspicious price changes, integrity problems, abnormal losses, which are immediately investigated and action taken quickly if we need to remove an event, reduce staff, etc.

We maintain constant communication with merchants and deal with any escalations they make, be it prices, feed provider queries, event formats, player profiles, to ensure that everything is done on time, avoiding a bad user experience and a possible financial impact.

Customer support:

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We will be committed to providing an exceptional customer service experience, available 24 hours a day, 7 days a week. To ensure an efficient and accessible service, we will use the advanced Zendesk platform, a recognized leader in the customer service sector. This platform will allow us to offer service via an intuitive online chat and a dedicated support page, facilitating direct and fast communication between customers and our team.

In addition to the online service, we will initially also offer e-mail contact. We are evaluating and building a structure so that, in the near future

TECHNOLOGY

We will have C.E. International B.V./BetPlay technology, which is the Online solution, responsible for the administration and management of Players and users of Games operated over the Internet supported on Microservices. This is the development of a truly innovative, reliable, scalable and cutting-edge technological platform that allows the integration of online betting, with the vision of being number one internationally, with a large team of architects and developers working to guarantee the functionality, availability and integrity of all services.

The platform will be in charge of betting management, integrations with payment gateways that guarantee the reliability of the data provided to the control entities.

PERFORMANCE AND COMPETITION:

The implementation of Microservices seeks to separate the functionalities of the business, allowing them to be scaled according to the number of simultaneous transactions in the system. Through these components it is possible for those activated and highly reused services that can become single points of failure to be deployed several times in order to increase the component's reuse potential.

SCALING:

In order to support a high simultaneity of requests, there are strategies that allow resources to be increased or new instances of a specific service to be created, as well as the separation of components that allows the component in question to be isolated and resources to be focused on the microservice that supports the need, thus allowing better management of resources and supporting a high volume of transactions through the creation of additional instances.

TECHNICAL ASSISTANCE:

Technical support will be provided by C.E. International B.V./BetPlay, which has a team specialized in the platform's technologies. This team is made up of a NOC that operates 7 +24 to meet all the requests for requirements that are generated on it.

In turn, this NOC has service levels that are defined in the following escalation matrix, which allows for efficiency and effectiveness in resolving incidents.

CRITICALITY MATRIX				
CRITICS		IMPACT		
		HIGH	HALF	LOW
URGENCY	HIGH	1	2	3
	HALF	2	3	4

	LOW	3	4	5
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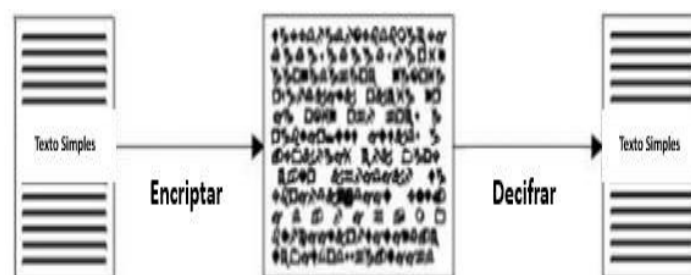
INCIDENTS		
Response times according to criticality.		
CRITICS	RESPONSE TIME	RESOLUTION TIME
1	30 minutes	2 hours
2	2 hours	6 hours
3	8 hours	24 hours
4	16 hours	80 hours
5	24 hours	160 hours

This service is already aligned with the company and reinforces our commitment to offering a smooth and uncomplicated betting experience for our customers

SECURITY SYSTEMS

SECURITY: Microservices contain security mechanisms that guarantee the exchange of information from source to destination. The management of these policies makes it possible to control access and consumption of services, identify and authenticate users, control the integrity and confidentiality of messages through the application, so that information is not revealed without authorization.

ENCRYPTION OF THE COMMUNICATION CHANNEL: Encryption is the process by which a human-readable message (plain text) is converted into a non-readable format, i.e. encrypted text. The main reason for encryption is to ensure that only the authorized recipient can decipher and read the original text, thus preventing third parties from intercepting the messages and being able to read the information exchanged.



There are two types of encryption: Symmetric and Asymmetric.

Symmetric Encryption: Symmetric encryption is the process in which the same key is used to encrypt and decrypt information.



To implement this type of encryption, it is necessary to use the same key to encrypt and decrypt the message, which means that all the parties involved must handle a shared key, which increases the possibility of an attacker obtaining the key and being able to decrypt or encrypt information. In addition, the number of keys to be shared makes it very difficult to manage when the number of participants increases, since the number of keys that would be exchanged is given by the following function.

$$\text{KEY NUMBER} = N * (N - 1) / 2$$

Asymmetric cryptography: Asymmetric cryptography, also known as public key cryptography, uses a pair of keys (public and private keys). These cryptographic keys are related to each other in such a way that a message is encrypted with one key and decrypted with the other.

Public keys are shared, while private keys should only be known by their owner or server.



TLS stands for Transport Layer Security. The main objective of the protocol is to provide: privacy and integrity, identification and forwarding confidentiality (PFS - Perfect Forward Secrecy).

Privacy and integrity: Communication between two points (Clientserver) is encrypted so that no third party can read or alter the information being exchanged.

Identification: Through the use of public key cryptography, TLS provides identification between the participants in a communication. This means that the server and client can check the client's certificate to validate its identity with a certificate authority.

Direct Confidentiality (PFS): PFS seeks to guarantee that if an event occurs in which a server's private key is compromised, an attacker will not be able to decrypt previous communications made over TLS. Each session involves new keys and they are only valid while the session is active.

6. MARKETING AND SALES PLAN

Highlight the value attributes that differentiate from the competition and position C.E. International B.V. in the market as an entertainment alternative for sports betting and gambling.

- Support being a recognized and trusted brand
- Attractive plots
- Welcome bonus
- Intuitive and easy registration page
- Variety of sports
- Variety of bets and combined possibilities
- Friendly, agile and efficient customer service
- Emphasis on social responsibility and responsible gaming

Brand positioning strategy:

C.E. International B.V. thinks about the player from Paraná - humanization of the brand – BetPlay/C.E. International B.V. teaching about conscious gambling.

Basic promise to the customer:



By betting on your favorite team at BetPlay/C.E. International B.V, you'll have fun like never before.

Reason for being:

Possibility of winning while having fun, attractive odds, easy access to sports betting.

Creative Concept:

- C.E International B.V./BetPlay, the sports betting and gambling platform that has come to turn into winners while having fun.
- The most fun way to win is at C.E International B.V./BetPlay bet on your favorite game.
- C.E International B.V./BetPlay, the platform where you learn to have fun and win

Media: Organic digital

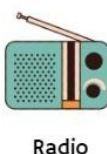
ecosystem



PUBLICIDAD
PROGRAMÁTICA

ATL:





Strategic Alliances

Locations to increase the brand's visibility and relevance among sportspeople in the first count Ecuador.

High quality customer service:

- ✓ Staff training: We will invest in extensive training for our customer service team, ensuring that they are well equipped to answer questions, solve problems and provide support in an effective and empathetic way.
- ✓ Diverse support channels: We will offer support through various channels, including live chat, email and telephone, ensuring that customers and bettors can get in touch contact us easily and comfortably.
- ✓ Intuitive and user-friendly user interface: User-centered design - The platform will be designed with a focus on ease of use, ensuring that bettors of all levels will be able to use it can easily navigate the site and the betting options.
- ✓ Usability tests: we will carry out regular usability tests and collect user feedback to continuously improve the interface and user experience.
- ✓ Clear and Transparent Communication: Detailed information on rules and prizes: We will ensure that all betting rules, options and prize details are clearly explained, allowing players to make decisions.
- ✓ Responsible Gaming Policies: We will proactively communicate our responsible gaming policies and tools, encouraging safe and conscious betting practices.



7. FINANCIAL PLAN

Financial Projection					
CONCEPT	Initial Investment	Total Year 1	%	Total Year 2	Total Year 3
Initial Investment	USD 101.879				
Turn Over		USD 8.528.644	100,0%	USD 29.850.253	USD 53.730.456
Award		USD 7.792.583	91,4%	USD 27.055.781	USD 48.606.161
GGR		USD 736.061	100,0%	USD 2.794.472	USD 5.124.294
Cost		USD 104.154	14,15%	USD 337.498	USD 555.905
Gross Profit		USD 631.907	85,85%	USD 2.456.974	USD 4.568.389
Total Spends		USD 945.955	128,52%	USD 1.394.504	USD 2.024.951
Profit before Taxes		-USD 314.048	-42,67%	USD 1.062.470	USD 2.543.438
Net Profit		-USD 314.048	-42,67%	USD 828.727	USD 1.983.882



8. ANNEX 1

ESTIMATED RESULT SCENARIOS

MONTH

DATA	TOTAL AÑO 1	TOTAL AÑO 2	TOTAL AÑO 3
KPIS BETPLAY			
Re-play	3,0	3,0	3,0
% AADD award	89%	89%	89%
% Casino award	97%	97%	97%
% Slots award	96%	96%	96%
% POPULATION CAPTURED BY BP COL BEGINNINGS			
% Population registered in BP	0,2242%	3,197%	3,069%
% Population registered with digital	52%	52%	52%
Registry/FTD conversion estimate	73%	73%	73%
AADD Estimated Participation	90%	90%	90%
Estimated Casino Participation	5%	5%	5%
Estimated Participation Slots	5%	5%	5%
POTENTIAL MARKET			
Potential market	4.402.095	4.402.095	4.402.095
Estimated number of records	61.589	73.188	70.260
Estimated FTD Amount	44.960	53.427	51.290
Amount of users depositing			
Amount of possible betting			
% Depositors / Registration +FTD			
DEPOSITS			
TOTAL ESTIMATED DEPOSITS USD	\$ 2.842.881	\$ 9.950.084	\$ 17.910.152
GATEWAY DEPOSITS	\$ 2.645.636	\$ 8.317.865	\$ 12.822.938
RETAIL WAREHOUSES	\$ 197.245	\$ 1.632.220	\$ 5.087.214
% RETAIL SALES			
DEAR TURNOVER			
TOTAL TO ESTIMATED USD	\$ 8.528.644	\$ 29.850.253	\$ 53.730.456
TO estimated AADD USD	\$ 7.675.779	\$ 26.865.228	\$ 48.357.410
TO estimated Casino USD	\$ 426.432	\$ 1.492.513	\$ 2.686.523
TO estimated Slots USD	\$ 426.432	\$ 1.492.513	\$ 2.686.523
ESTIMATED EARNINGS			
TOTAL ESTIMATED EARNINGS USD	\$ 7.654.458	\$ 26.790.602	\$ 48.223.084
AADD USD estimated earnings	\$ 6.831.444	\$ 23.910.053	\$ 43.038.095
Estimated casino winnings USD	\$ 413.639	\$ 1.447.737	\$ 2.605.927
Estimated winnings USD slots	\$ 409.375	\$ 1.432.812	\$ 2.579.062
BUDGET BONUSES AND FREEBETS			
% CRM Campaigns	5%	5%	5%
Unit value Freebet Welcome	\$ 5	\$ 5	\$ 5
% use	70%	70%	70%
Number of users used	31.472	37.399	35.903
% release	60%	60%	60%



Number of users released	18.883	22.439	21.542
Welcome Bonus Budget	\$ 94.416	\$ 112.197	\$ 107.709
CRM campaign budget	\$ 43.709	\$ 152.983	\$ 275.369
Total budget	\$ 138.125	\$ 265.179	\$ 383.077

ESTIMATED GGR

TOTAL GGR ESTIMATED USD TOTAL	\$ 874.186	\$ 3.059.651	\$ 5.507.372
GGR Dear AADD USD	\$ 844.336	\$ 2.955.175	\$ 5.319.315
GGR estimated casino USD	\$ 12.793	\$ 44.775	\$ 80.596
Estimated GGR slots USD	\$ 17.057	\$ 59.701	\$ 107.461
TOTAL GGR ESTIMATED PARALLEL USD	\$ 813.533	\$ 2.557.743	\$ 3.943.053
TOTAL GGR ESTIMATED USD RETAIL	\$ 60.653	\$ 501.908	\$ 1.564.318
TOTAL GGR ESTIMATED USD – BONUSES	\$ 736.061	\$ 2.794.472	\$ 5.124.294

