

BUSINESS PLAN

JON.BET





HELLO GUYS AND WELCOME

WHO **WE** ARE ?

Jon.bet is a startup company looking to revolutionise the iGaming industry. With a far superior product we aim to become the number one B2C gaming provider in Latam.





IGAMING IN BRAZIL

IGaming, the online gambling and betting industry, is an evolving and promising sector in Brazil. With the potential for significant growth, it has garnered increasing attention from both local and international operators. While currently in its nascent stages, it presents a dynamic and exciting landscape for those interested in the world of online gaming, with the potential to become a substantial contributor to the country's entertainment and economic sectors.



GAMBLING IN BRAZIL

The estimated size of the iGaming market, by KPMG, is 2.1 billion dollars and is expected to grow to 2.6 billion by 2026.

This is supported by the digitalization of Brazil, where internet penetration is 75% (10% increase since 2018), with 96 mobile subscriptions per 100 people. And, with 87.2% of the population living in metropolitan areas, access to communications and Internet infrastructure is highly available.



- **POPULATION:** 212 Million (2020)
- **ESTIMATED GGR:** \$ 2.1 Billion (2022)
- **SMARTPHONE:** 151 Million (2020)
USERS
- **INTERNET:** 163 Million (2020)
USER

WHAT PLANS WE PREPARED

INFLUENCER MARKETING

It is a global, billion-dollar and fast-growing market – according to some projections, it will generate US\$15 billion in 2022 and is expected to triple that amount by 2025.

AFFILIATE MARKETING

Affiliate Marketing in Brazil has experienced significant growth in recent years, with an estimated annual market share of approximately 10% in the digital advertising industry. This performance reflects the country's expanding e-commerce ecosystem and the increasing use of affiliate programs by businesses to reach a wider audience.

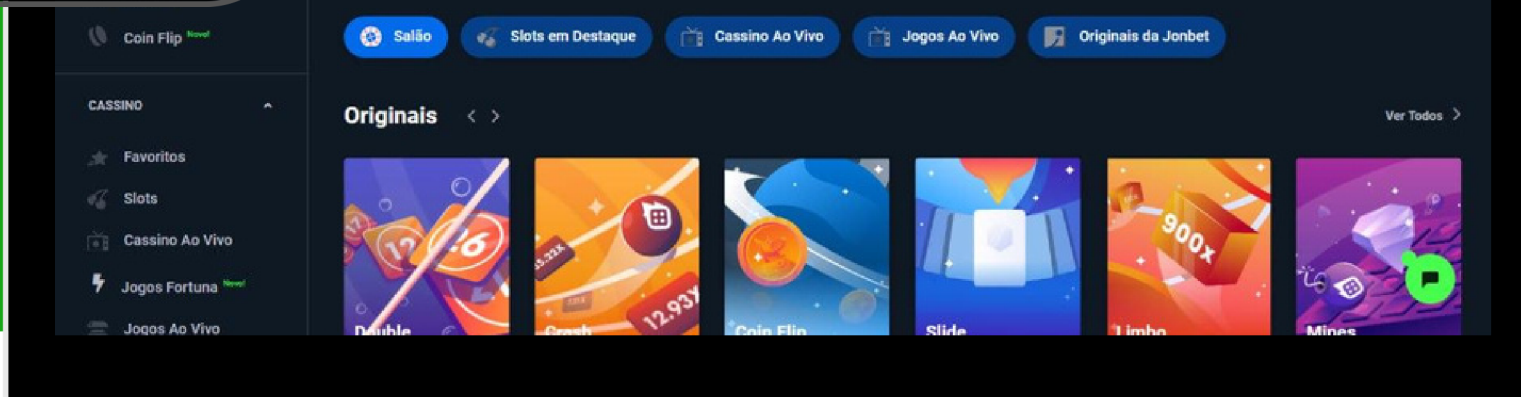
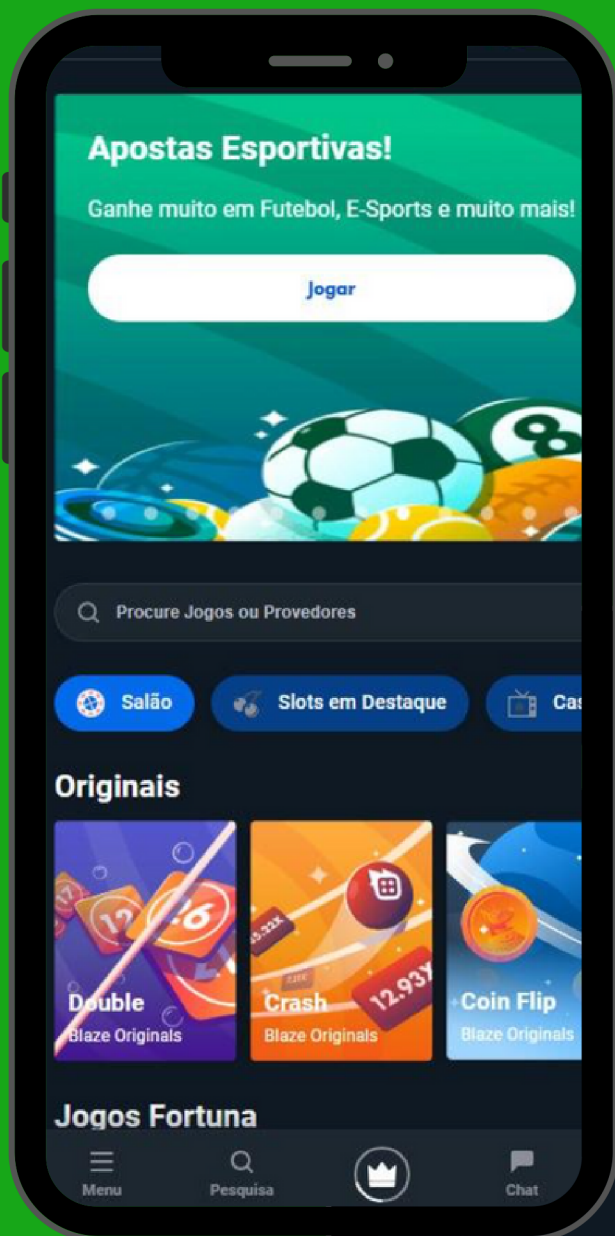


DIGITAL MARKETING

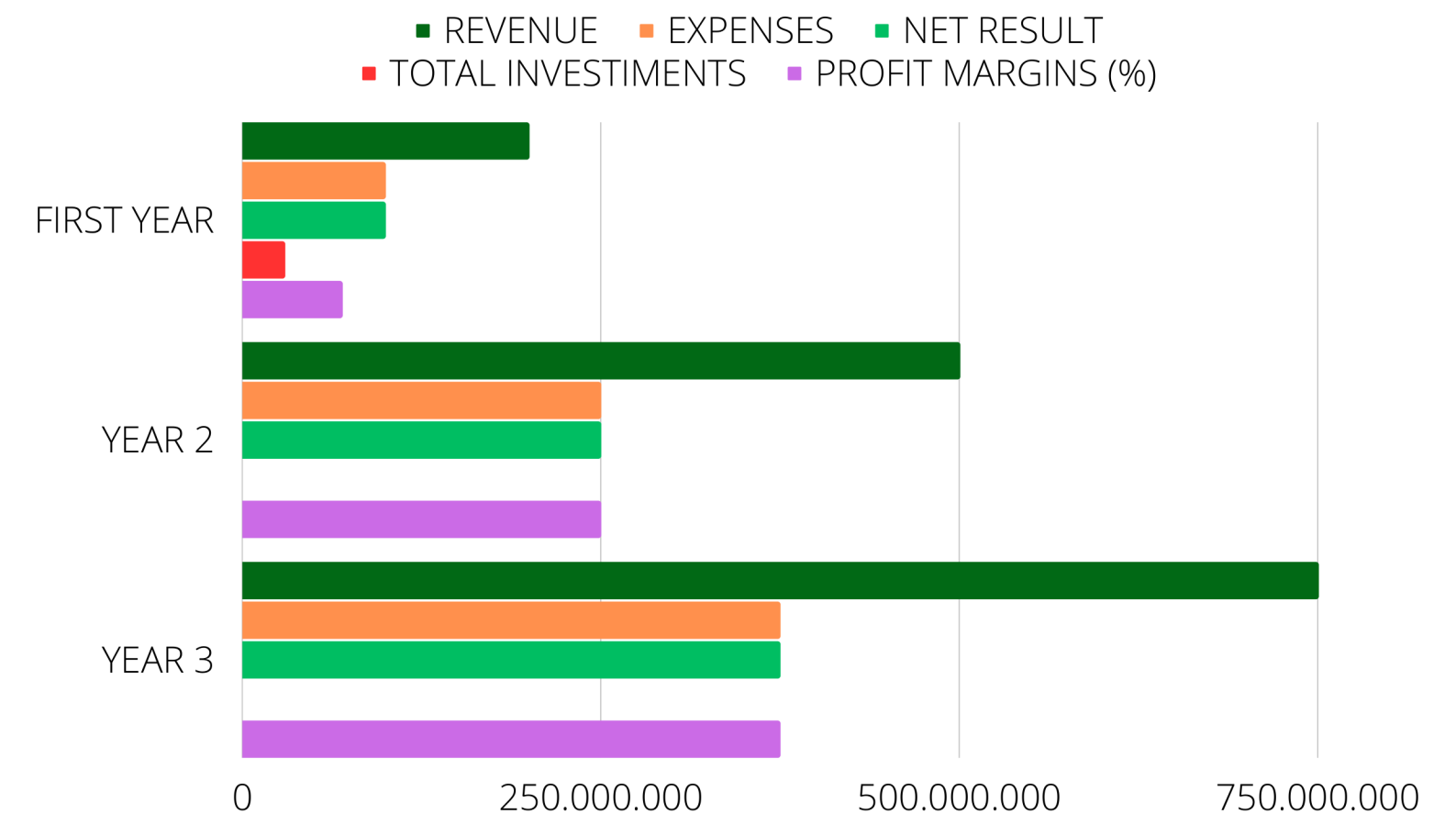
Digital Marketing in Brazil has witnessed remarkable growth in recent years, representing a substantial portion of the country's advertising spend, with approximately 30% allocated to digital channels. This shift is driven by Brazil's increasing internet penetration, smartphone usage, and a growing e-commerce market.

TRADITIONAL MARKETING

Traditional marketing in Brazil remains a significant force in the advertising landscape, accounting for approximately 70% of the total ad spend. This includes television, radio, print, and outdoor advertising.



OUR PLAN FOR THIS YEAR



*Financial estimation of the coming three years.

** Currency: € (EURO)

THANK YOU