

BetSala.com

BETSALA

LA SALA DE LOS CAMPEONES

Executive Summary

BetSala business
acquired in July 2020

(BetSala in English is Bet Room)

July 2020



One of the fastest
growing sports
betting brands in
Chile



Best
Gaming
Experience



Sports betting &
gaming market gaining
Marketing Share since
Euros and Copa
America

3rd

80%
growth in **monthly Actives**
between Jan-Nov 2021

50%+
Conversion Rate from
registered to first time
deposit



Strong brand
awareness via an
aggressive above the
line marketing
strategy

Brand
Equity

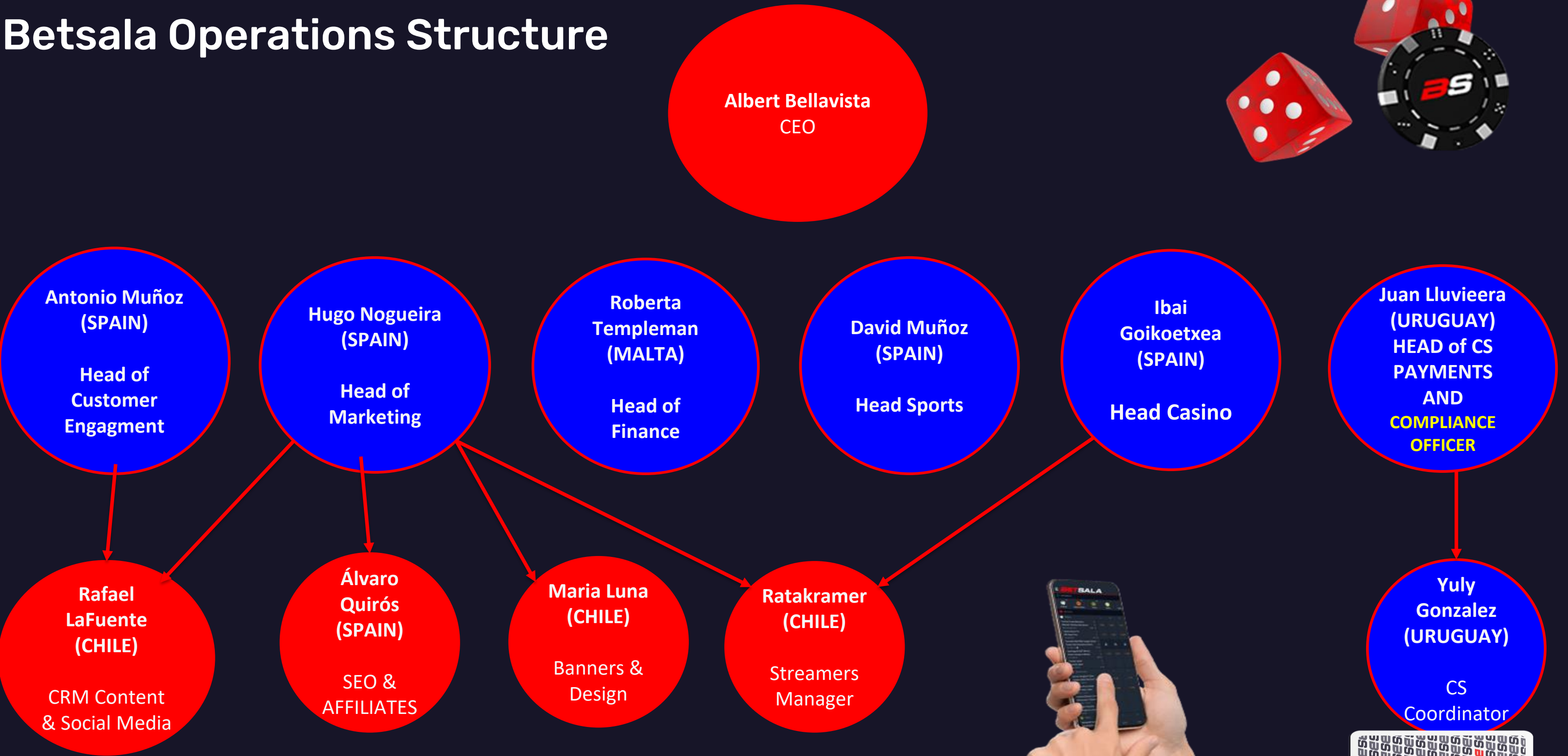
Excellent local market
knowledge via Co-
founders & 'boots on
the ground'



2025
Business is looking to expand
their presence around LATAM
MARKETS.



Betsala Operations Structure



Operating Model

BetSala
Responsibilities

- License Holder
- Customer Acquisition
- Customer Retention
- Customer Propositions
- VIP Management
- Customer Support
- Payments, Risk & Fraud
- Branding & Design
- Compliance



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BetConstruct
Responsibilities

- Legal & Compliance
- Platform & Product
- Future Content Integration
- 2nd line Support

Localised Product

Taylor made sportsbook for LATAM

We compete with **the best range of markets** on the top 2 football divisions in Chile. Including Women's Leagues across LATAM which is gaining in Popularity

840K live matches yearly across 53 sport types including virtual sports, Esports, Cyber Sports and TV shows

We create manually **unique daily special bets** for Chilean market to generate a very clear unique selling point. Our Identity!

We offer **player propositions** in each of the major European Leagues

Live Casino and Slots

We offer over **2,000** number of **games**

From **leading suppliers** - Pragmatic, Evolution & Play N'go amongst many others

Live casino and games studio content from **Evolution, Ezugi and Playtech**

Clean, simple to use lobby and casino promotions

We use **Free Spins** as our Cross Selling point and **Retention strategy**

Localised Payments

6

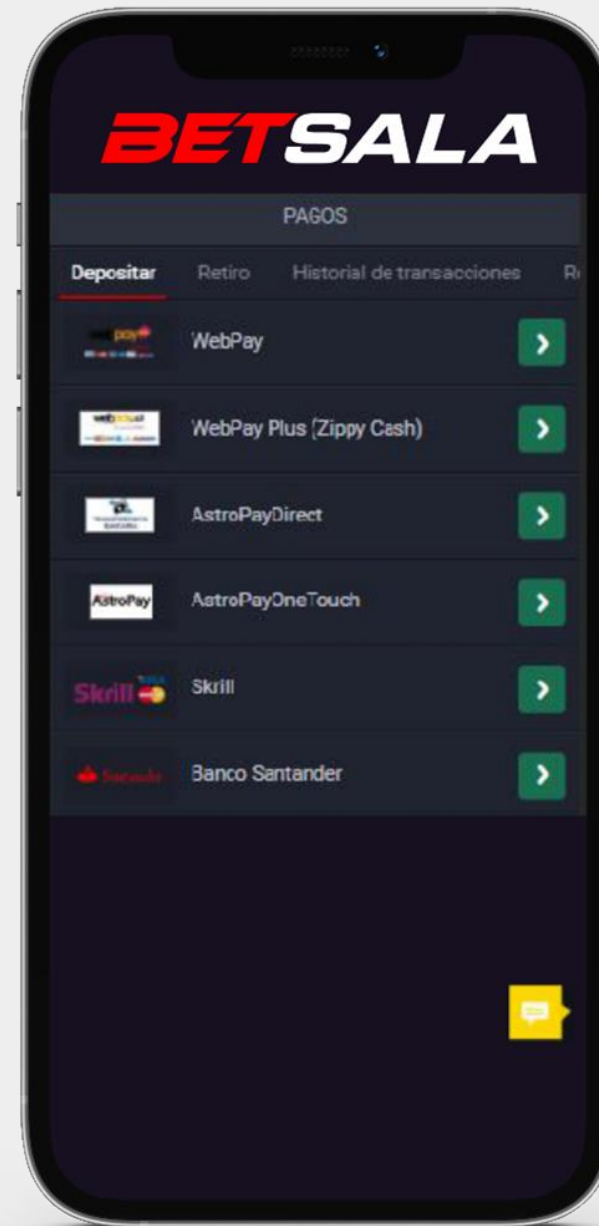
Different payment methods

We offer **6 different payment methods** in the cashier for Deposit

Including the most popular PSPs in the market - WebPay (90%), Which are the most used in Chile

When switching to a turnkey agreement we have already the **direct contacts for each of these PSP's** with better commercials on the horizon

New PSPs that come into the market we can **push live within 1 month**



24h

Fast and efficient Bank Transfers

We are proud to provide **fast and efficient Bank Transfers** withdrawals within **24h** straight to customers Bank Accounts

Our **chargebacks run rate is very low** as in Chile they are not as common as in other regions of LATAM, where it can reach a big percentage

The Withdrawal times are key to our success and its something we have worked hard with BetConstruct to make it as efficient as possible



Marketing Strategy

The BetSala marketing strategy comprises three interlinked and complementary pillars: **expert marketing professionals** with strong local knowledge, **excellent relationships with key media channels** & establishing a **unique selling proposition** through experience of seeing what works in the key European markets.

We have also taken a **bold, courageous and ambitious approach** to our marketing strategy, not reaching out immediately to bring in traffic through expensive CPA and revenue share affiliate deals, which over time eat away at the margin and profitability of the business.

Expert Marketing Professionals

Expertise & knowledge to run **multiple campaigns**:

- TV advertising
- Shirt sponsorship & stadium advertising
- Brand ambassadors
- Social Media - Influencers & Profiles
- Digital Sports & Lifestyle Magazines
- Programmatic

Building Relationships

We have **existing relationships** with the people that matter:

- All the major TV sports networks
- Every top division football club
- Famous sports stars with huge social media networks
- The key media buying agencies
- The best performing Radio & OOH media sellers
- Added value affiliates with high volume & value traffic

Our USP

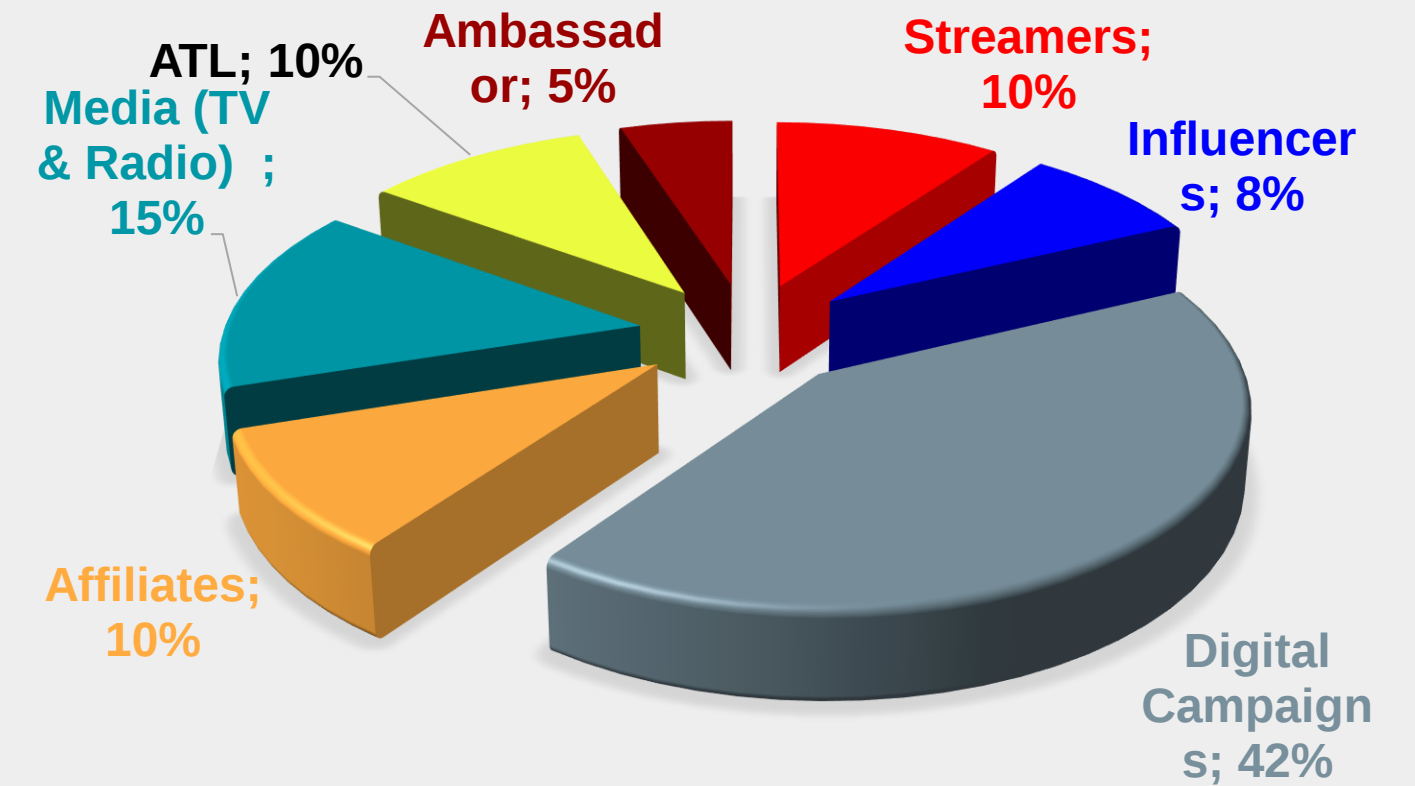
We think & act like a **media company**:

- This means we are 'Always On'
- Unique daily special markets
- Daily sports & casino offers
- Weekly free bets loyalty club
- Targeted & relevant CRM
- Fast promotional payouts

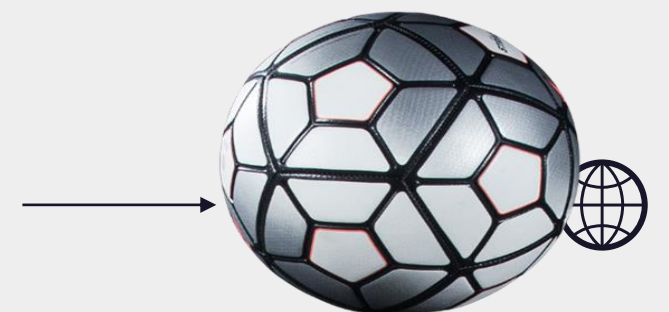
Marketing till end of 2024

- Increase of Marketing Spend by 70%
- Taboola & Youtube will take 40% from our budget
- TV & Media partnerships for branding presence will make up 15%
- ATL Marketing will also be increased to take advantage of the market
- We've included 2 more senior people in Marketing team (Digital & Commercial)

BUDGET BREAKDOWN



BETSALA



2024 - 2026 Forecast



	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026	Q2 2026	Q3 2026	Q4 2026
	€	€	€	€	€	€	€	€	€	€	€	€
REVENUE	703.205	656.150	852.995	980.944	1.128.086	1.297.299	1.491.894	1.715.678	1.973.029	2.268.984	2.609.331	3.000.731
COST OF SALES	-227.047	-231.363	-266.067	-305.978	-336.575	-387.062	-445.121	-511.889	-588.672	-676.973	-778.519	-895.297
COS Delta (%)	32,29%	32,90%	31,19%	31,19%	29,84%	29,84%	29,84%	29,84%	29,84%	29,84%	29,84%	29,84%
GROSS PROFIT	476.157	424.787	586.928	674.967	791.511	910.237	1.046.773	1.203.789	1.384.357	1.592.010	1.830.812	2.105.434
Gross Profit Margin (%)	-67,71%	-64,74%	-68,81%	-68,81%	-70,16%	-70,16%	-70,16%	-70,16%	-70,16%	-70,16%	-70,16%	-70,16%
MARKETING	-102.740	-186.780	-205.458	-226.004	-248.604	-273.465	-300.811	-330.892	-363.981	-400.380	-440.417	-484.459
Marketing Delta (%)	14,61%	28,47%	24,09%	23,04%	22,04%	21,08%	20,16%	19,29%	18,45%	17,65%	16,88%	16,14%
PEOPLE COSTS	-132.449	-153.735	-153.735	-153.735	-161.422	-161.422	-161.422	-161.422	-193.706	-232.447	-278.937	-334.724
People Costs Delta (%)	18,84%	23,43%	18,02%	15,67%	14,31%	12,44%	10,82%	9,41%	9,82%	10,24%	10,69%	11,15%
OTHER OPEX	-78.405	-58.490	-76.037	-98.848	-103.791	-108.980	-114.429	-120.150	-126.158	-132.466	-139.089	-146.044
Other Opex Delta (%)	11,15%	8,91%	8,91%	10,08%	9,20%	8,40%	7,67%	7,00%	6,39%	5,84%	5,33%	4,87%
PROFIT	162.563	25.730	151.698	196.380	277.694	366.371	470.111	591.324	700.511	826.718	972.369	1.140.207
Profit Margin (%)	23,12%	3,92%	17,78%	20,02%	24,62%	28,24%	31,51%	34,47%	35,50%	36,44%	37,27%	38,00%



***BET*SALA**

Thank You!