

CONFIDENTIAL

MEDIA4 CURACAO N.V

BUSINESS PLAN

Data

1. EXECUTIVE SUMMARY

1.1. Company Background & Outlook

MEDIA4 CURACAO N.V is a company, incorporated under the laws of Curacao, with address at Zuikertuintjeweg z/n (Zuikertuin Tower), Willemstad, Curaçao and Registration No°**164617**. Its purpose is to supply, market, promote, support, and operate all types of remote gaming activities and act as an online software gaming provider in the widest sense of the world, for clients residing outside of Curacao. It has the potential to cover the entire Latin American market and go global. His experience in the business allows him to focus on improving the online betting experience for all customers and users, who spend around €500 a year on their online bets and games.

This Business Plan is a document that collects and structures detailed information on the objectives, goals, scope, and viability within the business.

Subject to obtaining all necessary licenses in any territory in which you intend to accept bets; It will drive technology and innovation within the online betting market. It will be fair, honest, and transparent with customers, firmly maintaining regulatory guidelines and customer expectations, in a modern game- setting a high benchmark standard for competitors to aim towards.

At Bet4 we believe that one of the main bases for achieving success is to provide our users an experience that consists of excellent customer service, tangible and personalized rewards and incentives; followed by the constant improvement of our products and services.

1.2 Legal Structure & Organization Management

Media4 Curacao is an LLC, structured by a UBO- Héctor Treviño and a Managing Director. Within its structure, there are different agents in charge of regulating each area within the company's operation.

Structure Chart of
MEDIA4 CURACAO N.V.



By: Mr. Jair Almeida Toussaint
On behalf of Downtown E-Commerce Company B.V.
Managing Director
Date: August 31, 2023



Curaçao Commercial Register
Excerpt from the Commercial Register

Registration number: 164617 (8)
Date: August 16, 2023 Time: 11:50:50 AM

In the Commercial Register of the Curaçao Chamber of Commerce & Industry is registered under number 164617: Media4 Curaçao N.V.

Trade name	Media4 Curaçao N.V.
Legal form	Limited liability company
Official name	Media4 Curaçao N.V.
Statutory seat	Curaçao
Date of Incorporation	August 14, 2023
Date established	August 14, 2023
Nominal Capital	100 share(s) with a nominal value of U.S.A. Dollar 1
Fiscal year	The fiscal year is equal to the calendar year
Address	Zuikertuinjweg Z/N (Zuikertuin Tower)
Country	Curaçao
Mailing address	(same as above)
Description English	1a. to supply, market, promote, manage, support and operate all types of remote gaming activities, comprising all types of games, betting and other interactive games; b. to act as an online software gaming provider in the widest sense of the word, for clients established or residing outside of Curaçao. 2. The corporation is authorized to perform everything requisite or profitable to the accomplishment of its purpose or incidental thereto or connected therewith in the widest sense of the word. 3. The corporation has no authority to invoke the annulment of legal acts performed by the corporation, which exceed the corporate objective.

Official(s)	
1	
Function	Owner
Name	Downtown E-Commerce Company B.V.
Registration number official	142819

Only valid if sealed and signed by the Chamber of Commerce.

Curaçao, August 16, 2023
For Excerpt



L.N.M. JANGA
Head Commercial Register



1.3 Online Gambling Market

The worldwide online gambling industry continues to grow, with estimates that the market will reach \$112 billion by 2025, around €100 billion, a growth of 12%.

Considering the persistent global expansion of technological innovations that allow users to obtain better and easier access to bets and therefore provide a more satisfactory experience, the growth in the use of mobile devices has been increasing, although it is true; “PCs” continue to be the most used equipment for surfing the Internet with an even significant advantage. At bet4 we will focus on presenting the best version of our website either through mobile devices or “PC”, this to allow potential customers the best experiences in iGaming and Gambling.

This Business Plan identifies, describes, and analyse a business opportunity in the iGaming and Gambling, examines its technical, economic, and financial viability and develops all the procedures and strategies necessary to carry out the project. In addition, it can be used as a basis for growth and diversification project of the main activity. This plan contemplates a formulation of financial, operational, marketing, and economic estimates.

Major casinos and sportsbooks in recent years have not focused enough on the mobile experience for customers, instead relying on historic brand reputation. Many have aligned their marketing efforts and strategy primarily towards driving customer acquisition as opposed to focusing on loyalty and retention. In addition, promotions

and the overall experience have been generic for all customers, missing opportunities to engage directly with the player/customer on a truly personalized level.

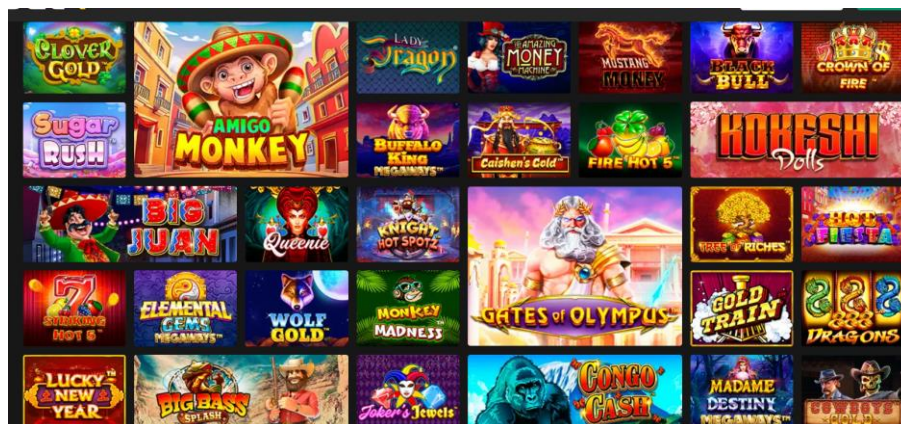
Media4 Curacao will continually analyse key competitors and commit to working with partners and suppliers to deliver an industry leading product, putting the user experience at the forefront of its strategy. Moreover, will monitor industry trends and keep open of regulation in markets across the world and position itself to be scalable into jurisdictions when new regulatory frameworks are introduced.

1.4 Launch – Our Brand & Business Aims

We plan to launch the following brand in December 2023 – the inception year:



One of bet4 main objectives is to satisfy the needs of its potential customers, presenting innovative games, as well as sports betting and a reliable platform that has friendly and accessible software for any user.



We will primarily be focused on the Brazilian market, with a complementary emphasis on LATAM territories. The domain name is strong and will utilize the leverage that the 'Bet' connotation provides, being famous worldwide and synonymous with gambling. With strong marketing and the strength of the bet4.com domain name, it will allow us to bring in traffic from the outset, generating revenues immediately – being a highly cash generative brand ripe for industry acquisition or potential IPO.

At bet4 we know the importance of always being in contact with experts in the iGaming sector, potential clients and colleagues, and in search of tools for the continuous improvement of our website.

Our brand has a range of short-term and long-term aims. Short-term, it plans to integrate with our own Platform and launch in the 2024.

Build trust among the users in the use on our website, grant new customers bonuses and promotions to attract users and considerable position our brand between the best in the iGaming and Gambling industry. To use our digital marketing strategies to connect with the users and achieve our objectives based on the market trends and needs from our clients.

bet4 hopes to acquire more than 20,000 customers by the end of 2024. We plan at this point to extended to all the LATAM market and become one of the main choices in the iGaming and Gambling Industry

1.5 Initial Investment

To determine the initial investment amounts, it is necessary to identify all the resources to be used to activate the project; investment is the main necessary resource to evaluate our business plan, on second hand having the correct financial indicators to project our results and the correct flow of the data.

Therefore, the initial investment was projected and analysed over a period of 12 months, identifying the concepts that will be involved in the project, so the monthly calculation of these concepts is broken down as follows:

1.6 Financial Summary – Cashflow Forecast

Considering an exhaustive analysis of the demand of the Brazilian market, an initial forecast on the volume was projected for the next 12 months. We expect annual turnover of \$5,013,858 USD in the first year of trading post launch.

MONTH	PAY IN	PAY OUT
JANUARY	\$ 250,000.00	\$ 200,000.00
FEBRUARY	\$ 400,000.00	\$ 320,000.00
MARCH	\$ 640,000.00	\$ 512,000.00
APRIL	\$ 1,024,000.00	\$ 819,200.00
MAY	\$ 1,331,200.00	\$ 1,064,960.00
JUNE	\$ 1,730,560.00	\$ 1,384,448.00
JULY	\$ 2,249,728.00	\$ 1,799,782.40
AUGUST	\$ 2,587,187.20	\$ 2,069,749.76
SEPTEMBER	\$ 2,975,265.28	\$ 2,380,212.22
OCTOBER	\$ 3,421,555.07	\$ 2,737,244.06
NOVEMBER	\$ 3,934,788.33	\$ 3,147,830.67
DECEMBER	\$ 4,525,006.58	\$ 3,620,005.27
TOTAL USD	\$25,069,290.47	\$ 20,055,432.37

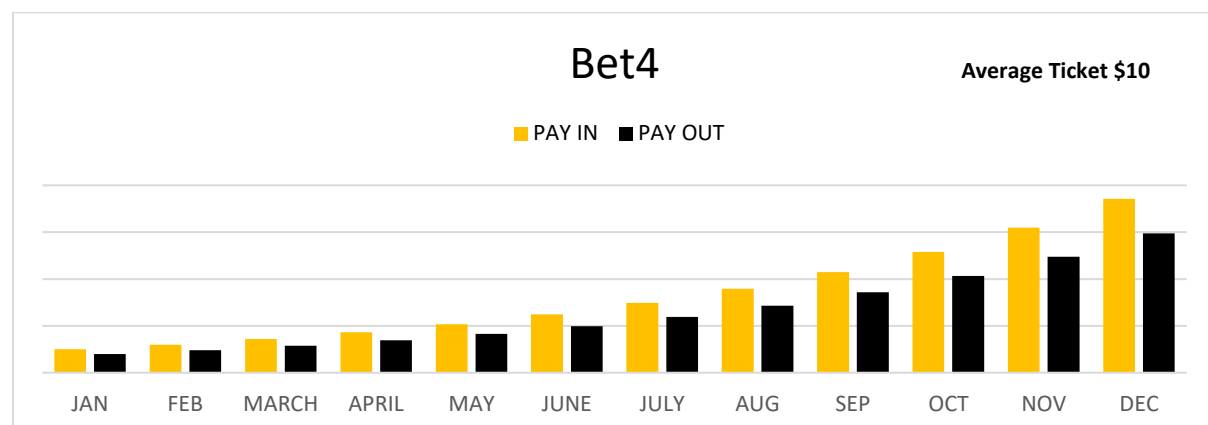
**EXPECTED
ANNUAL
TURNOVER** \$ 5,013,858.00

For the first year of bet4 in Brazil, we consider a Gross Gaming Revenue of \$5,013,858.09USD. This leaves us with a Net Gaming Revenue of \$3,840,565.92 USD. We have to consider that other deductions are applied to the Net Gaming Revenue including Personnel Costs, Operation Expenses, Marketing that includes BTL - Online Media, ATL - Offline Media, Agencies, Campaign Production, as well as Sponsorships and Others, leaving us the first year with a Final Total of \$1,240,249.48 USD.

GROSS GAMING REVENUE	\$5,013,858.09
(-) Gaming Tax	-\$383,982.24
(-) Platform & Content	-\$781,978.93
(-) Other deductions	-\$7,331.01
Net Gaming Revenue	\$3,840,565.92
Personnel expenses	-\$217,947.42
Operational expenses	-\$795,224.26
Marketing	-\$875,325.95
Agencies	-\$711,818.80
Final Total	\$1,240,249.48

**The amounts in the table are expressed in US dollars.*

So, we have serious levels of investment, great experience and expertise behind it, and strong, realistic ambitions to make a substantial amount of money –



2 OPPORTUNITY

2.1 What Do Customers Need?

The young demographic, aged 21-40, are a key audience for a gambling operator. They are the mobile generation with disposable income to spend on gambling.

The customer should have control and feel as if the product is catered for them. The user experience is critical, from seamless loading times of pages and games to a structured and simple to use site across verticals – whether it is on mobile, tablet, desktop or via an app.

The products should be catered towards the individual and not the collective. The customers need to have control of how they are betting and interacting with the brand. They should have control of when they interact and, most importantly, with how much they do. Gambling should be a responsible, social, and fun pursuit.

Each customer will have varying needs, so whilst the brand and experience need to be simple and easy to navigate, it also needs to cater for the wide-ranging demands of the modern gambler. The offering needs to have a breadth of games, a huge sportsbook of events from across the world alongside functionality ranging to cash out facilities to bespoke incentives and promotions which are tailored and truly personalized towards the individual.

2.2 Target Markets

We aim to target players in LATAM, particularly in Brazil, we have big ambitions, and we also intend to gain significant market share with brands in Worldwide, using brands in addition to bet4.com – subject to gaining any necessary licensing.

2.3 Our Solution – Product & Services

In preparation for the launch, we have spent months researching and analysing competitors looking at features which work well and others that do not work so well. Every stage of the user journey has been analysed, including registration, ease of deposit and withdrawal, transparent information regarding profit and loss and games returns, speed of the site to functionality across different devices.

Bet4 has defined a roadmap of functionality and areas of importance which will define and make the user experience, in what is hoped, a truly industry leading one.

We will work closely to build bespoke products, with granular personalization and bespoke loyalty mechanics – including levels, leader boards, incentives and aspirational targets that are behavioural driven.

2.4 Competition – Current Alternatives

There are many huge multi-billion-pound operators that currently enjoy a huge percentage of the market share. However, there are gaps in the market to exploit to make an imprint.

The UK is probably the most mature and saturated digital gambling territory in the world, where notably players such as bet365, SkyBet and GVC have a large percentage of the market share. As a start-up, it would be difficult to make inroads and thus we have decided to focus its attention elsewhere.

Asia – notably Japan - provide opportunities for us with the right partner who offers the appropriate payment processing solutions.

Customers who engage in online gambling are certainly not short of options and it will be a challenge to market to customers initially, but it is a challenge we are relishing

and confident it can succeed in given the expertise and backing. We will raise awareness of the brands and grow the customer base. Once the business is established, it is hoped we will become a reputable and well-known brand worldwide. At such point, we will look to enter in more established territories such as the UK and seek to gain a share of the market there. A borderline figure of 3% in the UK, for example, would be substantial.

From the lengthy research we have conducted prior to launching, we feel we are well positioned to disrupt the market and offer a market leading proposition and product to its customers by utilising technological developments and understanding the psychology of the customer who consumes products in an online vertical.

3 Operations

3.1 Licences

Bet4 will not accept any bets or traffic from any territories where gambling is illegal.

3.2 Technology & Software

For us, entering the market is a long-term commitment, which is why we developed our own platform to provide support to all the markets where we plan our expansion.

We committed to work with a team of technicians, engineers and professionals who are experts in their field.

We will take obligations from a fraud, risk, and AML perspective extremely seriously and will put in place all safeguards against illegal activity. We will work with third party providers, platform suppliers and the relevant regulatory bodies to ensure that all the obligations which are expected of an online gambling business are met and exceeded.

We intend to invest heavily in technology, for both user experience and for security purposes.

3.3 Payments

We will enter into the relevant agreements with reputable payment processors including Trío, Astropay and Vpag; who offer legitimate payment processing offerings with more than 200 payment methods and more than 50 currencies preferences.

4 Marketing

4.1 Acquisition Strategy

One of the pillars at a tactical and strategic level of any organization that aims to generate sustainability, deliver value and create quality experiences for its customers is undoubtedly Marketing, so we established key points to accomplish our objectives:

- Launching of the product
- Business positioning.
- A satisfactory and valuable experience for our clients.
- Rely on technology to offer continuity and quality in our services.
- Generate a change in the vision of the local entertainment industry.
- Create bonds of trust and transparency with our users.

We will use a variety of verticals to acquire new customers for the brand, whilst avoiding any underhand techniques and bad practices. We have conducted significant research into its prospective target markets and acknowledge that the acquisition strategy might need to have differences owing to certain regulations.

We will work collaboratively with carefully selected marketing agencies to define and thereafter deliver a market leading PPC and SEO strategy, using solely white hat techniques for the latter.

And we will consolidate strong alliances that help us meet our main objective, reaching as many people as possible within the national territory. We want the client to identify us and our differentiators. Also, we elaborate a strategic plan to work conjunctly with sport events, players, content creators, influencers, etc. that agree with our goals to strengthen our message and feel closer to our clients.

Where applicable, we will seek to form partnerships with clients in other industries with the aim of leveraging and activating those sponsorships in mutually beneficial partnerships, in turn supporting the local economies.

Also, where applicable, we will have a robust and measurable advertising strategy via different channels such as TV and radio. We will work with partners using the most current and advanced technology stacks to create a seamless, transparent, and exceptional product for our users. We will ensure that the customers' stay on the sites will be enjoyable, safe, and responsible.

4.2 Retention Strategy, Loyalty & Personalization

A crucial part of business for us will be the retention strategy. We develop a "Loyalty Plan" this will maintain active support throughout the interactive cycle that each of our users.

With a welcome bonus and fixed customized periodic promotions for each customer, linked to the best sporting events and special dates. We will reward our users in new and innovative ways. Offering new engagement ideas and technology from other industries to the digital gaming sphere.

We will be the point of call for the recreational punter, the go-to operator, who is fair, transparent, safe, and enjoyable. We will prove that loyalty should be a two-way street.

We will use the very best in data warehouses and analytics to drive the retention strategy and enhance the experience for the user. Data will be at the forefront of our strategy.

We will work with technology providers, creative agencies, and platform providers to build innovative, new and sophisticated loyalty mechanisms and offer the best-in-class loyalty offering in the digital gambling space.

5 Company

5.1 Overview

We own a company in Curacao and have a Curacao license to achieve our goals. As a successful business, we will need a European link, to be able to meet the needs of our company and the demand of our suppliers.

We plan to become a world-renowned industry leading operator and has ambitions to become a Tier 1 online betting and casino operator by 2024.

5.2 Personnel – Growth & Team Structure

We already own a team, in every department, heads for customer service, engineering, technology, regulation, compliance, data analytics, marketing, and design.

Our current team includes a Chief Executive Officer and Chief Technology Officer. Over the coming years, we anticipate significant growth in our staff, predominantly located across various company offices, strengthening our workforce to support the company's expansion and objectives.

As our business needs evolution, we will assess and consider establishing subsidiary and satellite offices in different jurisdictions to effectively meet the changing demands and requirements of our operations.

