



H2 Sports N.V.

Business Plan

Apr/24

H2

BUSINESS OVERVIEW

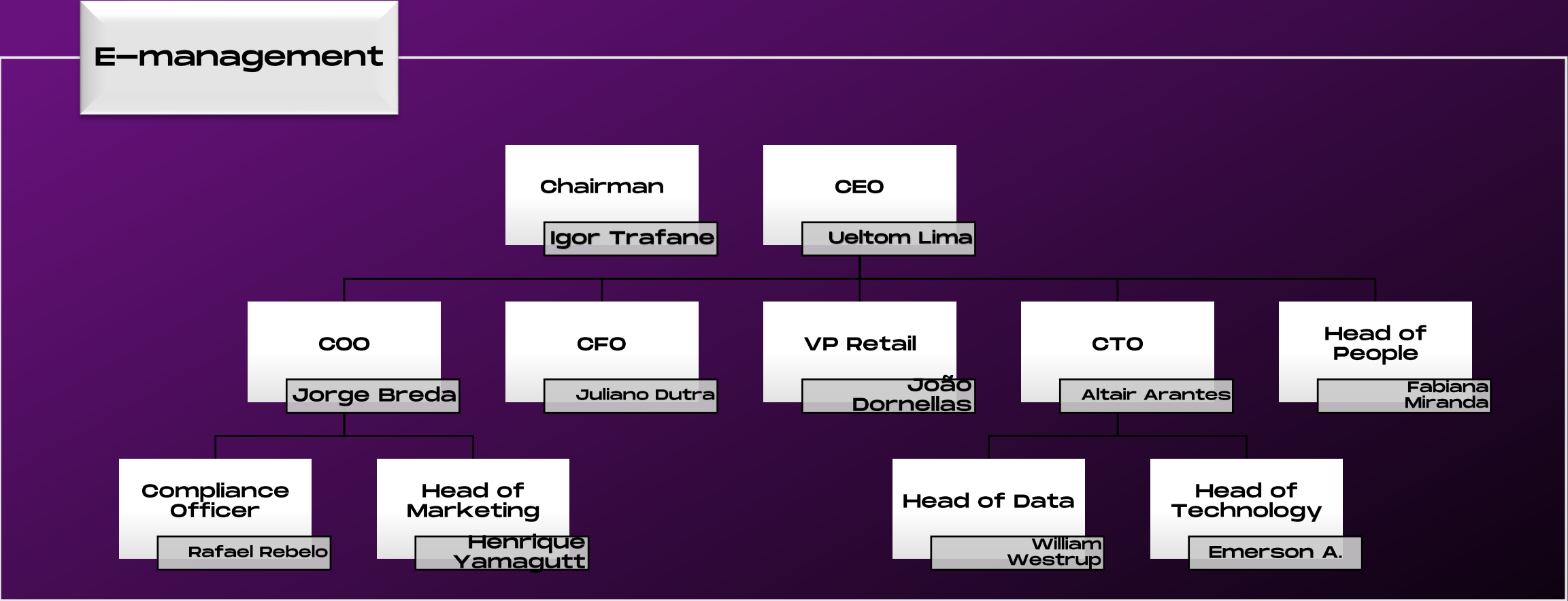
With pioneering spirit, professionalism, and the credibility built over 17 years of operation, H2 Group has 3 physical clubs (São Paulo, Campinas, and Curitiba) and a strong digital presence on H2 Online. It promotes poker championships and circuits, such as the CPH (Campeonato Paulista de Hold'em).

Through H2 School, another brand, teaches poker quickly, freely, and easily to the entire population. Back in 2020, has launched Cacheta and Truco, two popular card games in Brazil. In 2022, created H2Bet, a sports betting website.

The Group was founded by Igor Trafane, currently Chairman, a major entrepreneur in the franchising industry and the leading figure in professionalizing poker in Brazil. Later, Ueltom Lima joined him, currently the Group CEO, who has played a crucial role in the growth process and has been leading the group expanding process.



ORGANIZATIONAL CHART



3-YEAR FORECAST AND STRATEGY

Our growth strategy is based on trust and expanding the power of the brand, focusing on: (i) a strong physical presence of the group's companies in Brazilian territory, and (ii) investments in organic marketing.

We believe that we will be able to create unique experiences for our customers, which other players will not be able to replicate. We are seeking to create a strong brand that is not tied to affiliates or expansion strategies that dilute the company's control. Our growth will be both sustainable and exponential, thanks to our good work in SEO management, marketing, and risk management.

3-YEAR MACRO FORECAST (IN MILLION EUROS)			
	2024	2025	2026
GGR	95	163	226
(-) DEDUCTIONS	-18	-31	-42
NGR	77	132	183
(-) COSTS	-21	-35	-48
(-) MKT EXPENSES	-55	-73	-84
EBITDA	2	24	51

MAIN KPIs

We are passionate about metrics and indicators. To ensure that our strategy will be fulfilled, we have established key performance indicators (KPIs) for monitoring, grouped into three clusters: GGR, Active Users, Marketing, and Financials.

Based on these clusters, we have established the metrics listed here to understand the company's growth pace.

Financial	• Ebitda • Marketing Expenses
GGR	• GGR per product • GGR per user
Active Users	• Monthly Active Users • Daily Active Users
Marketing	• Conversion Rate • CPA

KEY SUPPLIERS

Our key suppliers are related to three main branches, as it follows.

We developed a policy of fallbacks and redundancy to ensure business continuity in case of interruptions or failures in any providers. Thus, we ensure that our service is stable and offer the best experience to our customers.

Gaming and Monitoring

BetConstruct

Unit21

Marketing

Google Ads

Meta Ads

Business, financial and Banking

Oracle ERP

Safeway

Paybrokers

Zimpler

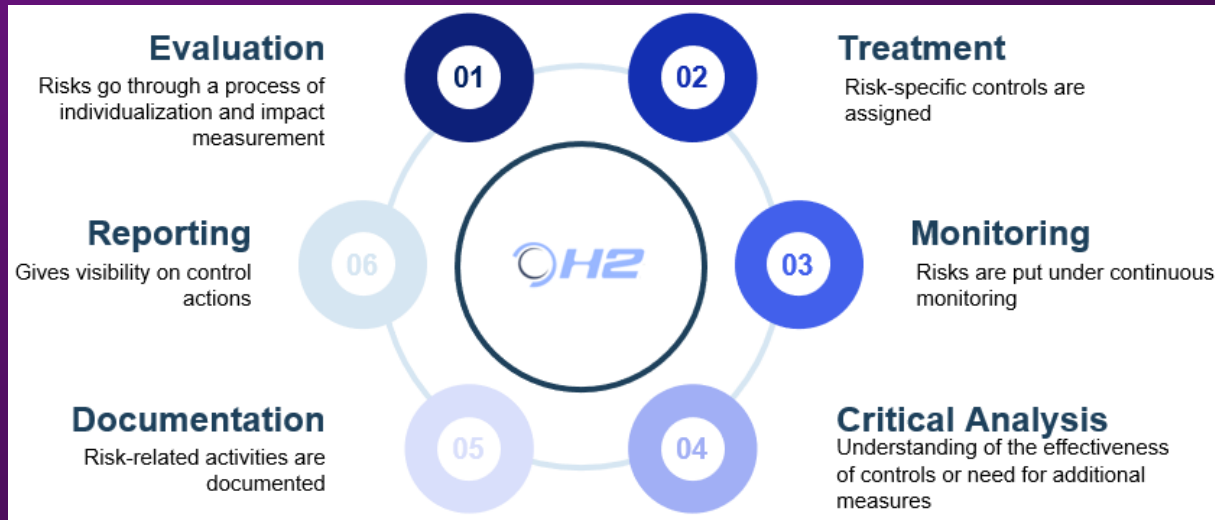
Zro Bank

THE 3-FUNCTION COMPLIANCE IN H2

	ASSIGNMENTS		
REGULATORY	ANALYSIS OF REGULATORY IMPACTS TO H2	ANALYSIS OF REGULATORY OPPORTUNITIES TO H2	REPORTING OF NON- COMPLIANCE TO BOARD
MANAGERIAL	ALIGNMENT OF RISK APPETITE WITH STRATEGY	REVIEW OF POLICIES, MANUALS AND PROCEDURES	VISIBILITY OF CONTROL ACTIONS
OPERATIONAL	EXECUTING MONITORING ROUTINES	PLANNING OF TRAINING FOR EMPLOYEES	COMMITTEE LEADERSHIP

RISK MANAGEMENT STRUCTURES

Risks evaluation and treatment



Risks management structures

