



Neocorp N.V. Business Plan 2024



KLASHX





This document contains confidential and proprietary information belonging to Neocorp N.V. It is intended solely for internal use and may not be disclosed or discussed with any external parties without prior written consent from Neocorp N.V.





Introduction.....	5
Strategy & Objectives.....	6-7
The iGaming Industry.....	8
Why Curacao?.....	9
Why Brazil?	10
Company Structure.....	11-13
Player verification	14
Problem Gambling.....	15
Suppliers / Offer.....	16
Software & Backend Technology.....	17
Competitor Trends & Insights.....	18
Market Positioning.....	19
Product Positioning.....	20
Financials.....	21

Introduction (Operations and Services)

Neocorp N.V. is established as a new operator in Curaçao and will manage all operations for the KlashX brand, which is an existing brand that has been operating as a White Label brand under the Betconstruct license in Brazil since 2021.

Currently, we would like to transition to a Turnkey solution while maintaining Betconstruct for technical and backend support. Our operational domain, kalshx.com, will continue to exist under Betconstruct's Turnkey solution with Neocorp N.V.'s Curacao license. The KlashX brand and domain, presently under the CIL license, will be integrated into Neocorp N.V. following license approval.

Strategy & Objectives

At Neocorp N.V., we are injecting fresh energy into Brazil's iGaming scene by running the KlashX brand. Our game plan is simple: deliver top-notch gaming experience, ensuring every play counts, and staying ahead of the game. Here's how we're turning that plan into action:

Our strategy:

Technological Edge:

We leverage Betconstruct's cutting-edge technology to deliver robust, secure, and engaging gaming experiences. Our platform is built to adapt, scale, and thrive amidst the digital evolution of iGaming.

Strategic Alliances:

We value and nurture partnerships, drawing on collective expertise to enrich our service offerings. These collaborations are pivotal in helping us move towards operational excellence and market expansion.

Agile Operations:

By maintaining an agile framework, we quickly navigate through market shifts and regulatory landscapes, ensuring that Neocorp N.V. remains a step ahead in efficiency and compliance.

CASINO

Objectives:

Market Expansion and Brand Recognition:

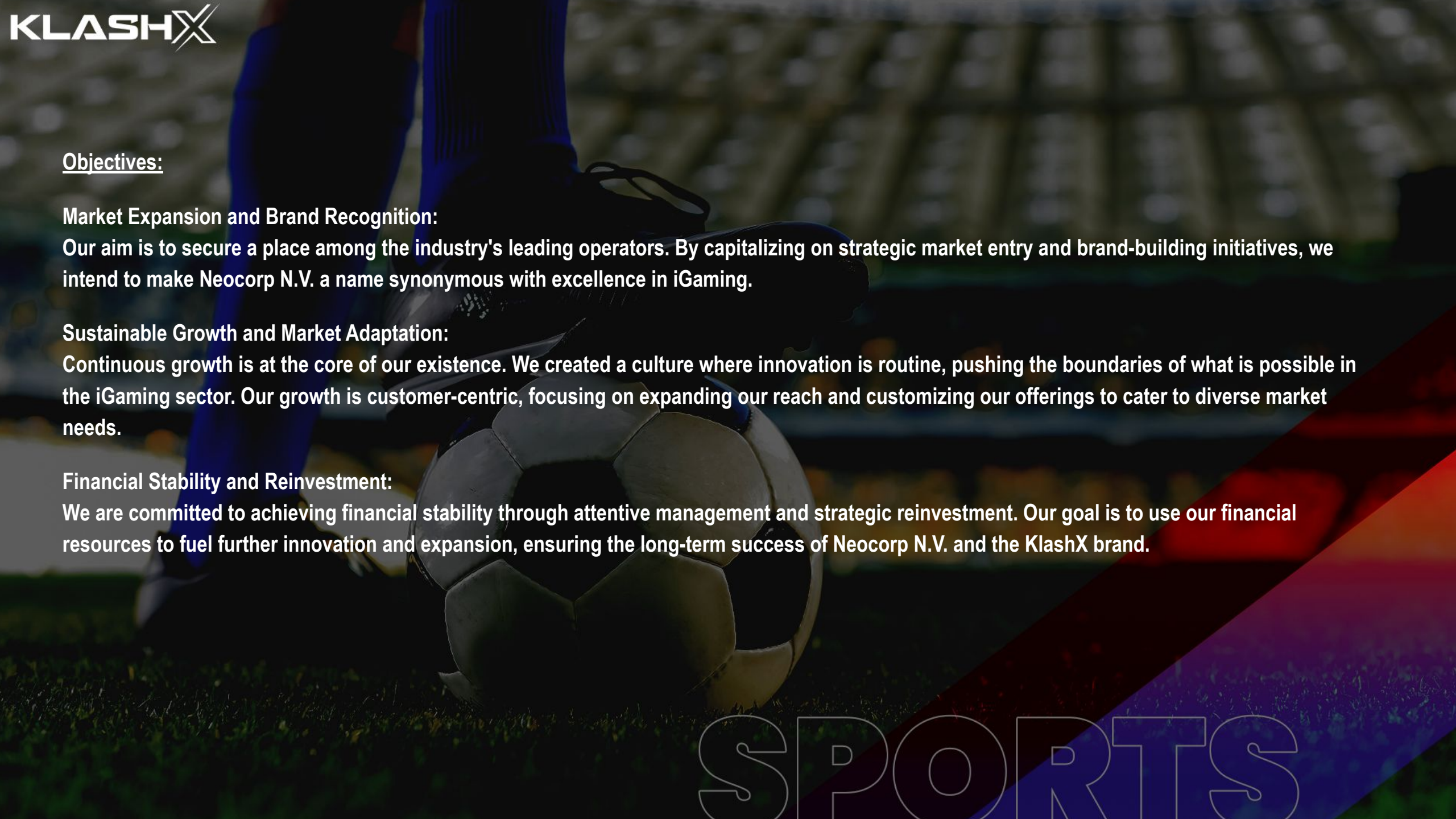
Our aim is to secure a place among the industry's leading operators. By capitalizing on strategic market entry and brand-building initiatives, we intend to make Neocorp N.V. a name synonymous with excellence in iGaming.

Sustainable Growth and Market Adaptation:

Continuous growth is at the core of our existence. We created a culture where innovation is routine, pushing the boundaries of what is possible in the iGaming sector. Our growth is customer-centric, focusing on expanding our reach and customizing our offerings to cater to diverse market needs.

Financial Stability and Reinvestment:

We are committed to achieving financial stability through attentive management and strategic reinvestment. Our goal is to use our financial resources to fuel further innovation and expansion, ensuring the long-term success of Neocorp N.V. and the KlashX brand.

 SPORTS

The iGaming Industry in 2024 and beyond



The iGaming landscape is dynamic, with operators adapting to evolving market trends and regulatory frameworks worldwide. Neocorp N.V. recognizes the industry's growth potential and aims to capitalize on emerging opportunities while maintaining compliance with regulatory requirements.

Sports betting has become a consolidated activity that grows 11.5% each year. In 2027 it could reach as much as US\$205 billion. **In Brazil, with the regulation of sports betting, the country is becoming one of the main markets in the world**, taking into account the size of the population and the passion of the Brazilian people for sports.

What do Users want?

- 1st - Speed in payments
- 2nd - Incentive bonus (free bets)
- 3rd - Wide range of ways to transfer values, deposits and withdrawals;
- 4th - Best odds
- 5th - Largest number of sports, games and markets within each game.

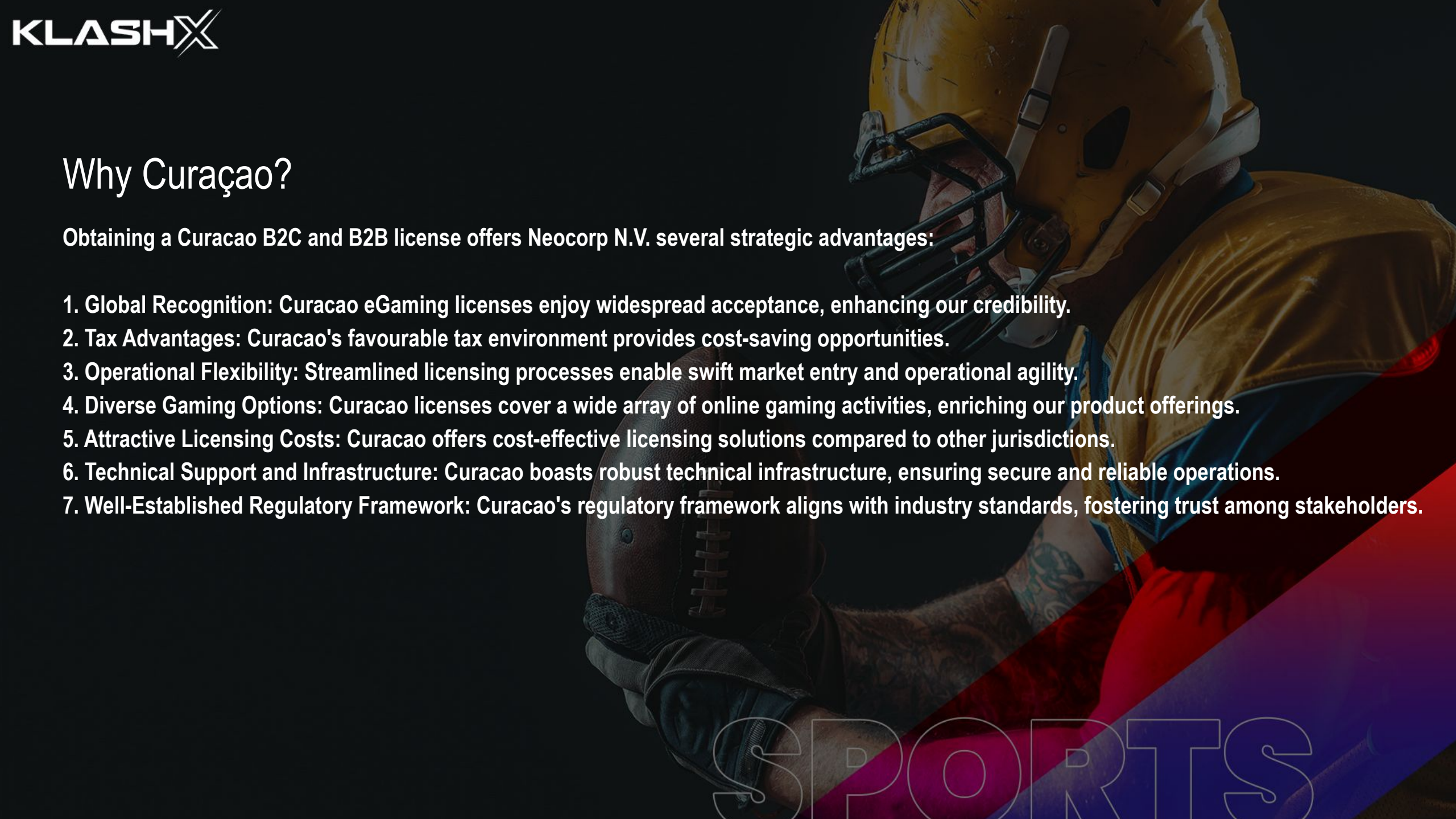
MOST BETTED SPORTS	WHERE PEOPLE FIND OUT ABOUT WHAT TO BET ON	MAIN PLATFORMS AD's with CTA
81% - Football 33% - Basket 29% - eSports 26% - Poker 23% - MMA 24% - Volleyball 21% - Horse Racing 21% - Boxing 21% - American Football 10% - Tennis	56% - Sports TV shows 56% - Sites specialized in sports News 40% - Groups on social networks 36% - Industry Specialists 32% - Consulting data and reports 32% - Influenced by Friends and Family 30% - Through Influencers	64% - Internet 54% - Social Network 48% - Pay TV 47% - Open TV 16% - Newspaper 16% - Foreign media 16% - Magazine 13% - Radio



Why Curaçao?

Obtaining a Curacao B2C and B2B license offers Neocorp N.V. several strategic advantages:

1. **Global Recognition:** Curacao eGaming licenses enjoy widespread acceptance, enhancing our credibility.
2. **Tax Advantages:** Curacao's favourable tax environment provides cost-saving opportunities.
3. **Operational Flexibility:** Streamlined licensing processes enable swift market entry and operational agility.
4. **Diverse Gaming Options:** Curacao licenses cover a wide array of online gaming activities, enriching our product offerings.
5. **Attractive Licensing Costs:** Curacao offers cost-effective licensing solutions compared to other jurisdictions.
6. **Technical Support and Infrastructure:** Curacao boasts robust technical infrastructure, ensuring secure and reliable operations.
7. **Well-Established Regulatory Framework:** Curacao's regulatory framework aligns with industry standards, fostering trust among stakeholders.



SPORTS

Why Brazil?

1. Brazil is one of the biggest and fastest-growing online betting markets in the world.
2. It has a large and growing population of sports fans and bettors, with a high disposable income and internet penetration.
3. Brazilian bettors moved US\$11 billion in 2023.
4. Brazil also leads the world sports betting website visits, with 3.19 billion visits.
5. The market is expected to continue growing and evolving in the coming years.

SPORTS

Neocorp N.V. operates under a transparent and compliant organizational structure, with two Ultimate Beneficial Owners (UBOs) who bring extensive experience and expertise in the online gaming industry. Both leaders' distinct yet complementary skill sets make them invaluable assets to Neocorp N.V.'s ambitions, guiding the company towards a future of innovation, industry leadership, and regulatory alignment.



Avi Navama

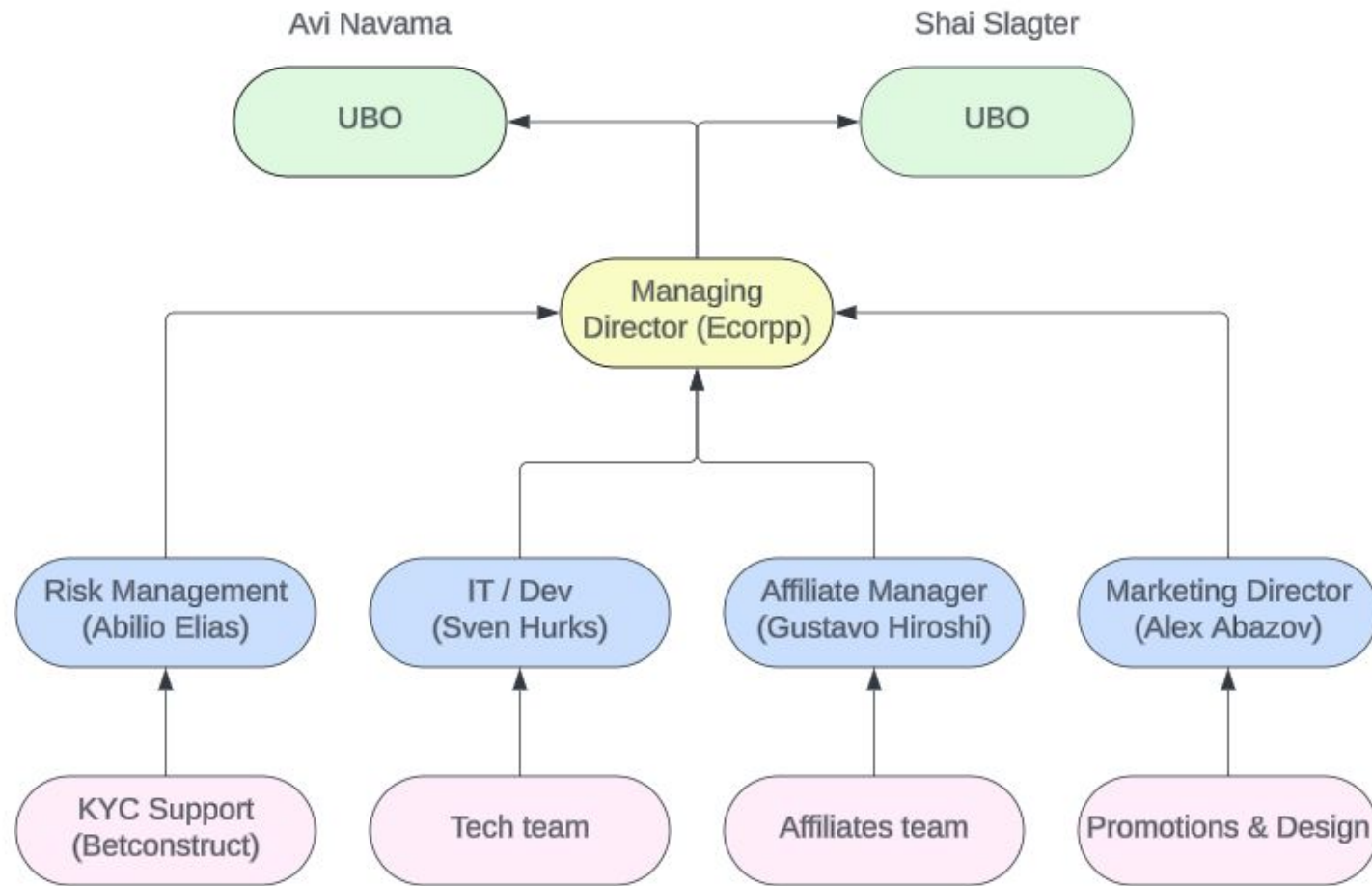
Avi Navama, another UBO of Neocorp N.V., is recognized for his strategic vision and extensive knowledge of the online gaming industry. His background in technology and cybersecurity equips him with the critical tools to spearhead innovation and elevate operational efficiency within the company. His commitment to sustainable growth and his ability to cultivate strategic partnerships are key to enhancing Neocorp N.V.'s standing in the market, ensuring that the company not only grows but also adapts to the shifting landscapes of technology and gaming.



Shai Slagter

Shai Slagter, as one of the UBOs of Neocorp N.V., is not only a seasoned entrepreneur but also a driving force in the iGaming industry with over a decade of experience. His tenure has been marked by successful launches and management of various ventures, underpinned by his deep expertise in business development, strategic planning, and regulatory compliance. His leadership in these domains has been instrumental in charting the growth trajectory of Neocorp N.V., positioning it to compete effectively in the iGaming market.

Below is the operational structure of Necorp N.V.:



Ecorpp Management N.V.

Compliance and local directorship, leading into the new regulations of GCB and Curaçao.

In Curaçao Ecorpp Management N.V. ensures overall compliance with administrative, legal, fiscal and financial requirements. Ecorpp is swift reliable and skilled in delivering quality and efficient solutions. Offering their services to customers in every step of the online supply chain we are the new go-to one stop shop for online entrepreneurs and established businesses that understand the need of a high-end and future driven corporate service provider.



Player Verification (fulfilled by Betconstruct):

Our customers must complete a verification process (KYC – know your customer) to be eligible to request a withdrawal.

That includes identity and address verification. Betconstruct use tools to detect falsified documentation and fraudulent IPs as well as ensure maximum security for authentication.

All the relevant information can be found in the attached documentation

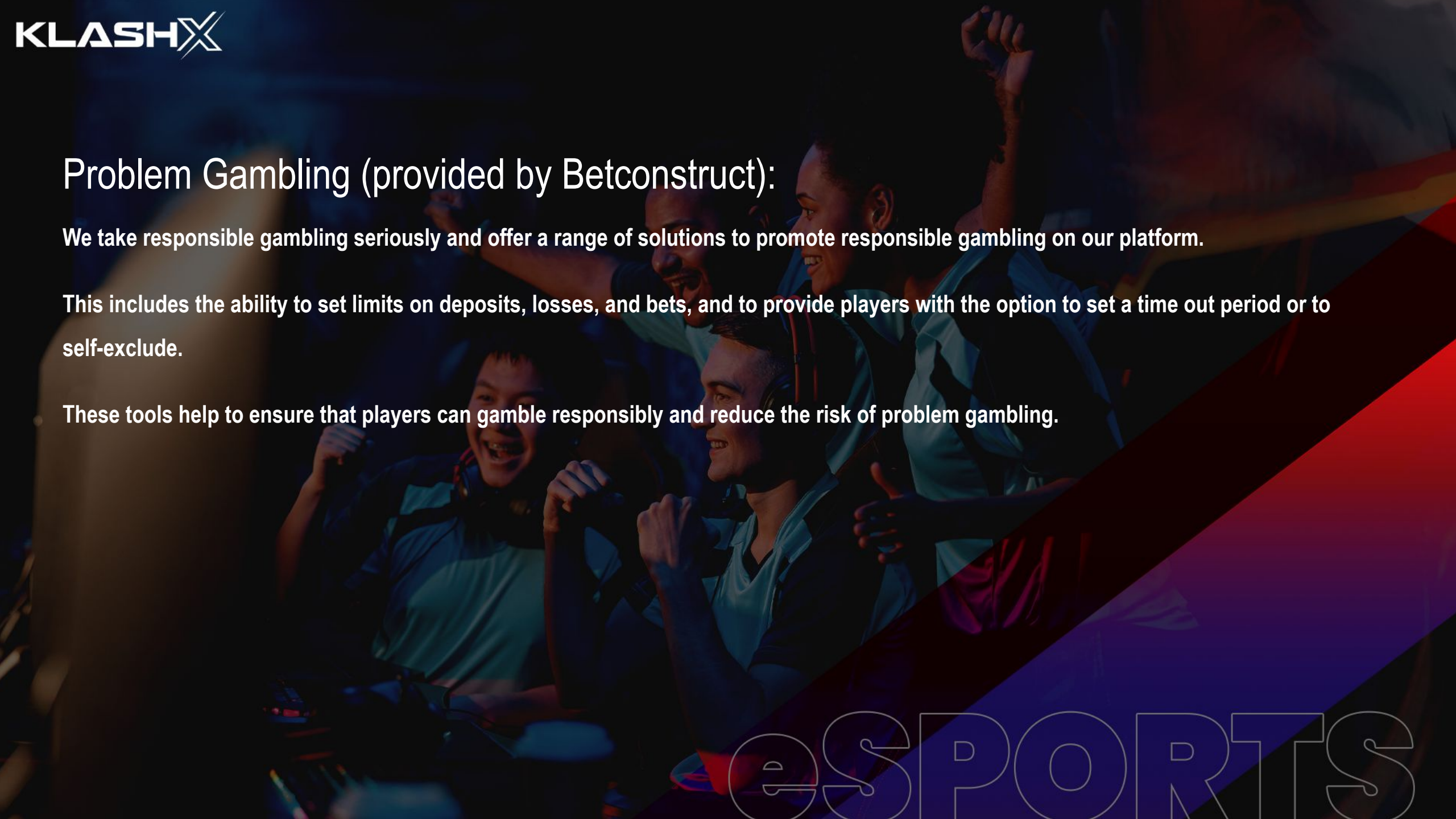
 CASINO

Problem Gambling (provided by Betconstruct):

We take responsible gambling seriously and offer a range of solutions to promote responsible gambling on our platform.

This includes the ability to set limits on deposits, losses, and bets, and to provide players with the option to set a time out period or to self-exclude.

These tools help to ensure that players can gamble responsibly and reduce the risk of problem gambling.

A background image showing a group of esports players in a dimly lit room, wearing headsets and cheering with their arms raised. The image has a dark, moody aesthetic with blue and red lighting. A large, stylized 'eSPORTS' logo is overlaid in the bottom right corner.

eSPORTS

Suppliers / Offers (provided by Betconstruct):

Our provider Betconstruct wide sportsbook offers cover more than 100 different sports, being Soccer, Tennis and Basketball the most popular. We offer to our customers around 140,000 pre-match events and 70,000 live events every month. The details can be found in our contract with Betconstruct.

Our Casino offer has more than 15,000 online casino games from industry major suppliers like Evolution, Playtech, PG Soft, Betconstruct, Spribe, Pragmatic Play. The complete list of providers can be found at our Agreement with Betconstruct.

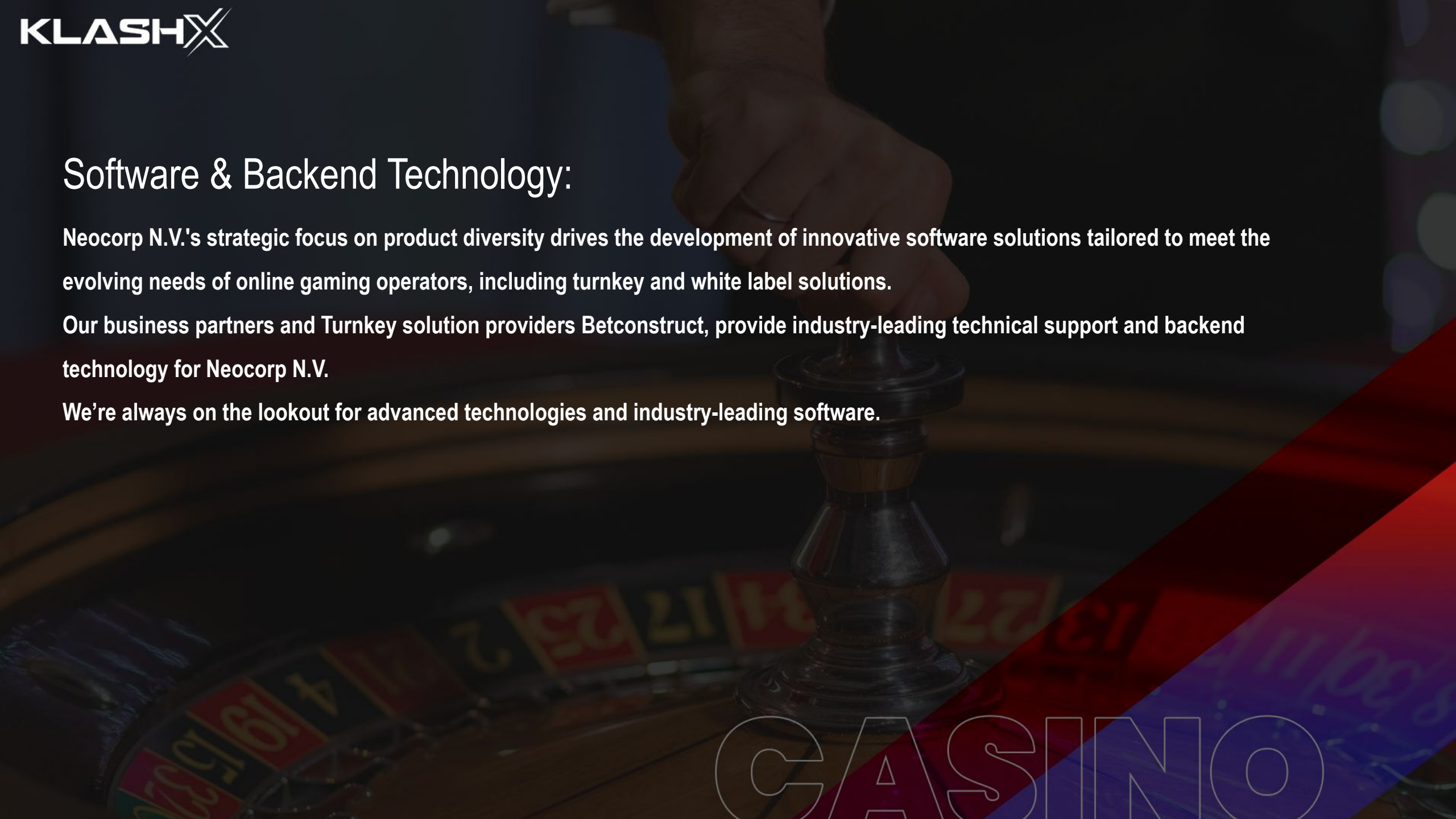
 eSPORTS

Software & Backend Technology:

Neocorp N.V.'s strategic focus on product diversity drives the development of innovative software solutions tailored to meet the evolving needs of online gaming operators, including turnkey and white label solutions.

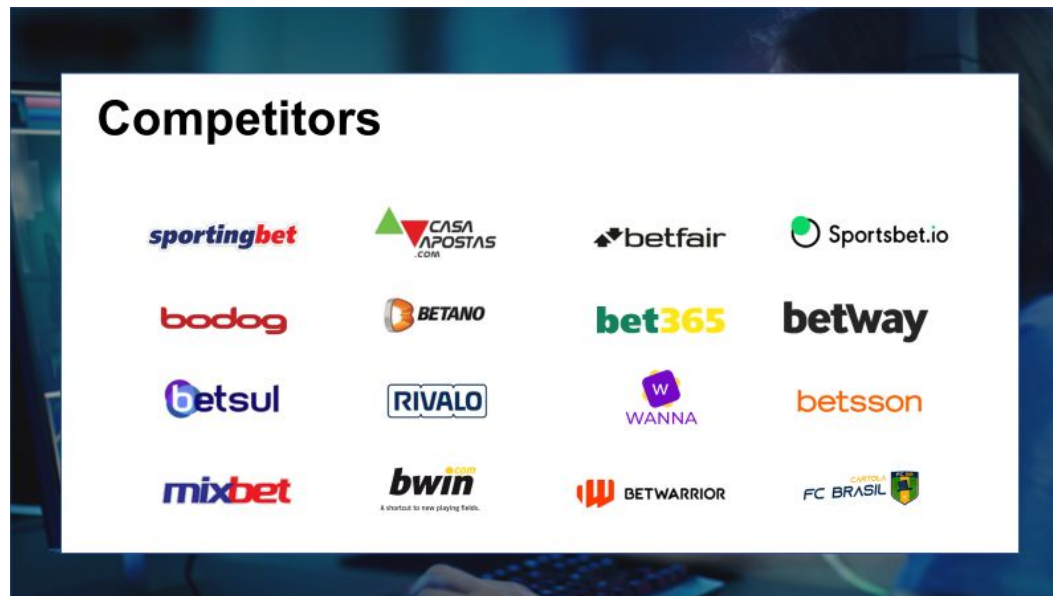
Our business partners and Turnkey solution providers Betconstruct, provide industry-leading technical support and backend technology for Neocorp N.V.

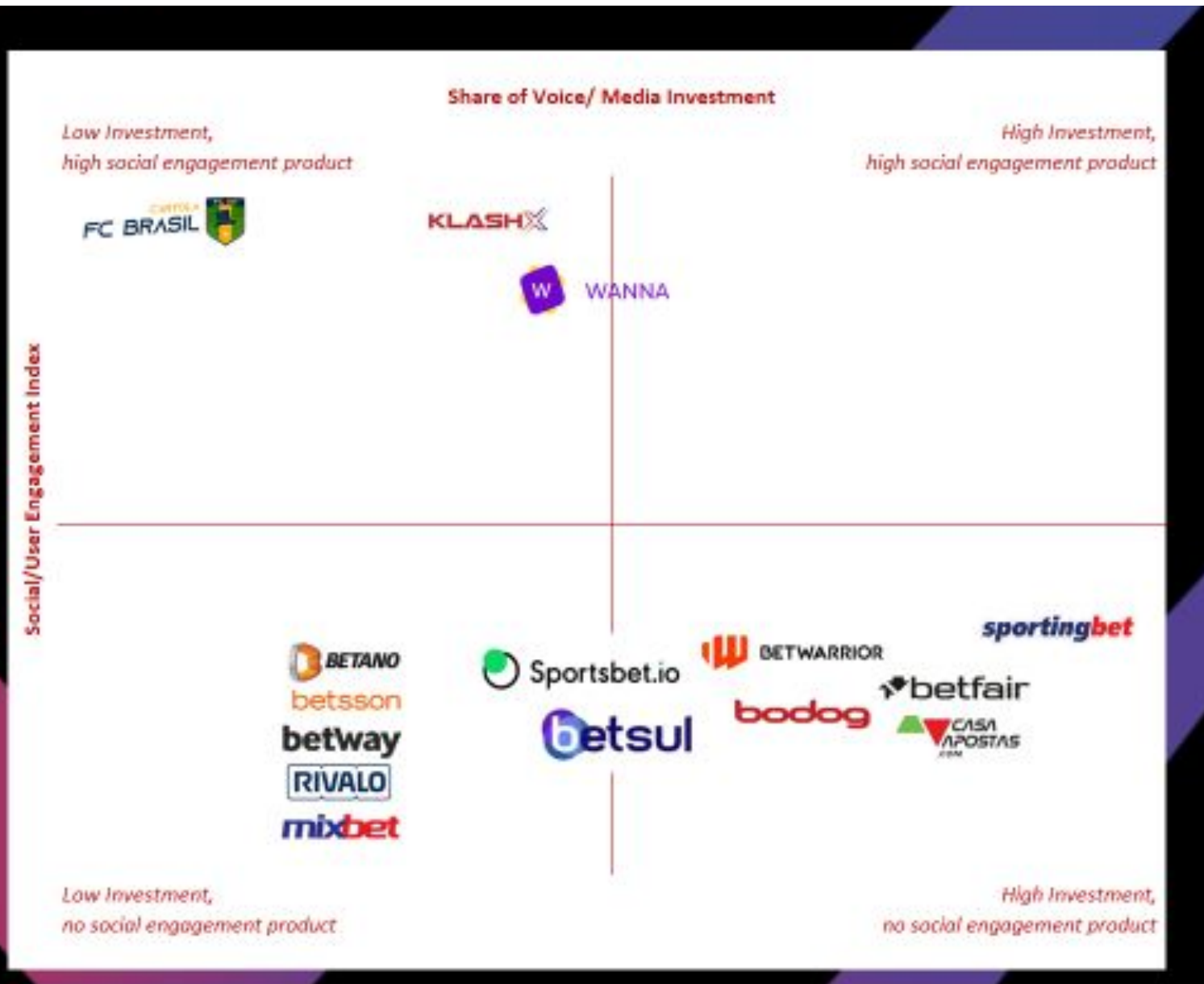
We're always on the lookout for advanced technologies and industry-leading software.



CASINO

- Traditional Sports Betting Firms spend a lot of TV advertising which is expensive.
- Long established Betting Firms are not providing user friendly, android optimised apps.
- In new and emerging markets like Brazil users need to be guided and taught how to place bets. Sites need to be responsive and provide a variety of customer support options such as live chat etc.
- 18-35's value a high level of social engagement and peer interaction as part of their experience.
- Bet-on-yourself products and the ability to make money is important for Gamers.





Our goal is to focus on cheaper forms of advertising through digital advertising and sponsorships of teams and events that have a high viewership rather than paid TV Ads.

Low investment, content driven marketing supported by online Ad placements in key environments is critical for brand awareness and credibility in the market.

Social engagement, fantasy games and betting schools are key for success.

Android optimised Apps and products are critical.

Localised content, events and influencers are important.

Product Positioning

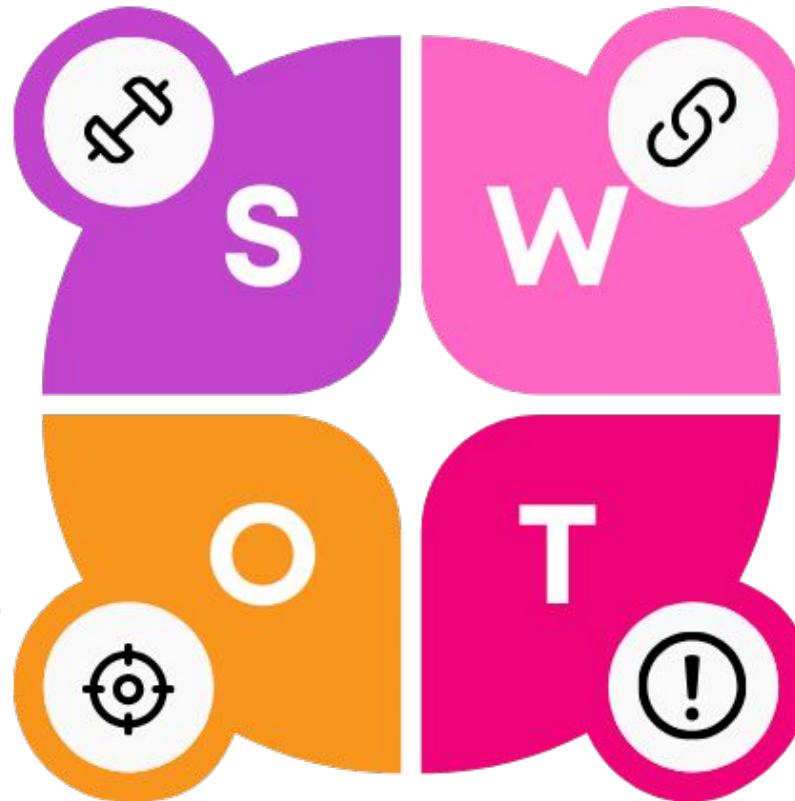
	Casino Games	Sports Betting	Live Betting	eSports Betting	Skilled betting	Poker	Lottery Games
KLASHX	✓	✓	✓	✓	✓	✓	
sportingbet	✓	✓					
CASA APOSTAS		✓		✓			
betfair	✓	✓	✓			✓	
Sportsbet.io	✓	✓	✓	✓			
BETANO	✓	✓	✓	✓			
WANNA					✓		
FC BRASIL					✓		
RIVALO	✓	✓	✓	✓			
betway	✓	✓	✓	✓			

Strengths

- Partner with Betconstruct - world's leading provider with reliable infrastructure.
- Community-building plan to be fully operational in 2026

Opportunities

- Growing Online Gaming Market
- 3rd largest eSports market in the world and growing.
- Local growing demand for further growth of eSports in Brazil.



Weaknesses

- Limited marketing budget hence raising money from our existing investors.

Threats

- Big players started to look at Brazil as a gold mine.
- Competitors have strong marketing budgets - strong competition in the future.
- Regulation - continuous talks about tightening the regulations.

Financial Projections & Growth 2024-26

Revenue	2024	2025	2026
GGR Casino	\$535,000.00	\$615,000.00	\$707,000.00
GGR Sport	\$219,000.00	\$252,000.00	\$290,000.00
Total Revenue	\$754,000.00	\$867,000.00	\$997,000.00
Staff			
Payroll / Contractors	\$240,000.00	\$280,000.00	\$327,000.00
Operating Expenses			
Advertising	\$30,000.00	\$42,000.00	\$60,000.00
Platform Fees	\$26,400.00	\$26,400.00	\$26,400.00
Legal and Professional services	\$2,000.00	\$2,400.00	\$2,800.00
Office Expense	\$3,200.00	\$4,100.00	\$5,000.00
Supplies	\$2,000.00	\$3,000.00	\$4,000.00
Travel, Meals, Entertainment	\$4,000.00	\$5,000.00	\$6,000.00
Utilities	\$1,500.00	\$2,000.00	\$2,500.00
Miscellaneous	\$3,000.00	\$3,300.00	\$3,600.00
Total Operating Expenses	\$312,100.00	\$368,200.00	\$437,300.00
Net Income Before Income Tax	\$441,900.00	\$498,800.00	\$559,700.00

Payment flow:

Players deposit in our website -> transaction is processed by payment processor -> accumulated funds are settled to Neocorp N.V. bank account on a weekly basis after psp deducts their fees and payouts to players.

3rd Party providers:

Full turnkey iGaming platform is provided by BetConstruct including content providers (such as Evolution, Microgaming, and many more as per the document attached).

Payment solution providers:

We will be in direct agreements with multiple payment providers (such as Facilitapay) to process players' payin and payout transactions.

KLASHX



KLASHX

The background of the image is a solid black field. On the right side, there are three broad, diagonal stripes that run from the bottom-left towards the top-right. The top stripe is a dark navy blue. The middle stripe is a vibrant red. The bottom stripe is a bright pink. These stripes overlap each other, creating a sense of depth and movement.