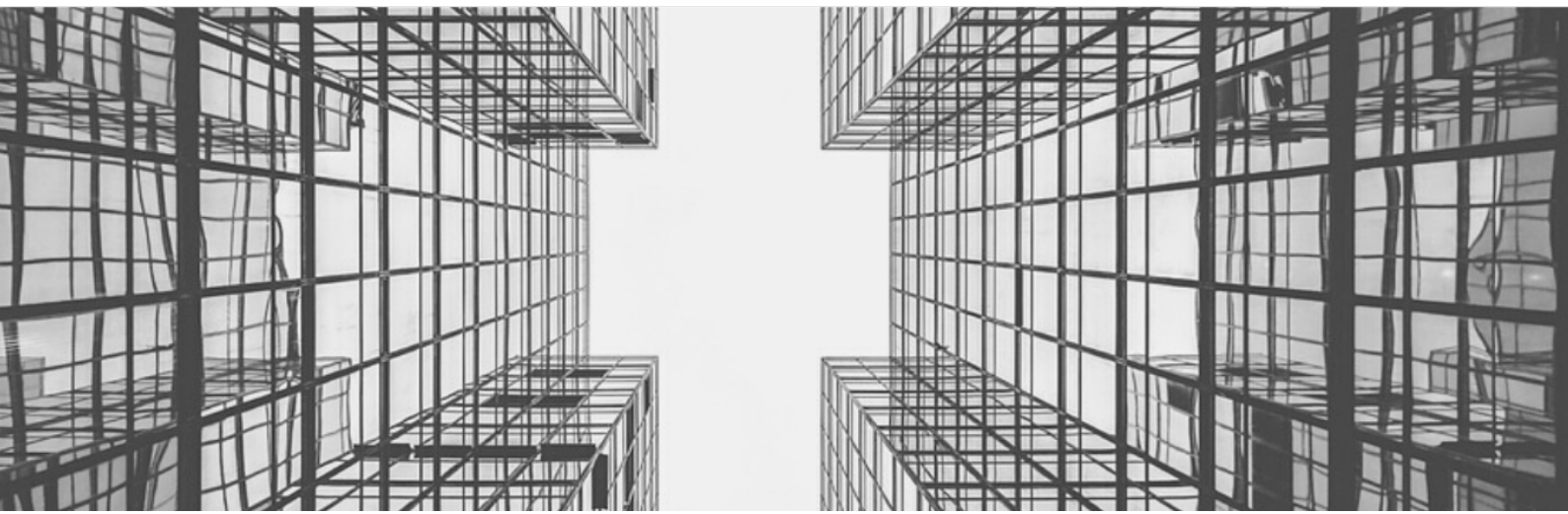

JUEGALO



Business Plan

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BUSINESS OBJECTIVE

Business Overview and Objectives

418 Services B.V. is a B2C online gambling strategically focused on the Latin American (LATAM) market. Countries of particular interest include Chile, Peru, Ecuador, Bolivia, Argentina, Brazil, Mexico, Colombia, Uruguay, Panama, Dominican Republic, Paraguay, Venezuela, Costa Rica, Guatemala, El Salvador, and Honduras.

418 Services B.V. was founded by two experienced industry professionals with extensive backgrounds in LATAM gaming operations. The company is built on the vision of creating a localized gaming platform tailored to cultural and technical expectations of Latin American users. Although the platform initially relies on third-party game providers, we plan to gradually incorporate proprietary technological components to strengthen our unique value proposition.

Our objective is to provide a culturally localized, technologically robust, and engaging online gaming experience through our platform "JUEGALO". By leveraging trusted providers such as SoftSwiss and Digitain, and establishing a local presence in Chile, we aim to become a market leader in LATAM.

PRODUCTS AND SERVICES

418 Services offers a wide array of online gambling services:

- Casino Games (Slots, Poker, Bingo, Roulette, Blackjack)
- Sportsbook and Sports Betting
- Live Casino Games

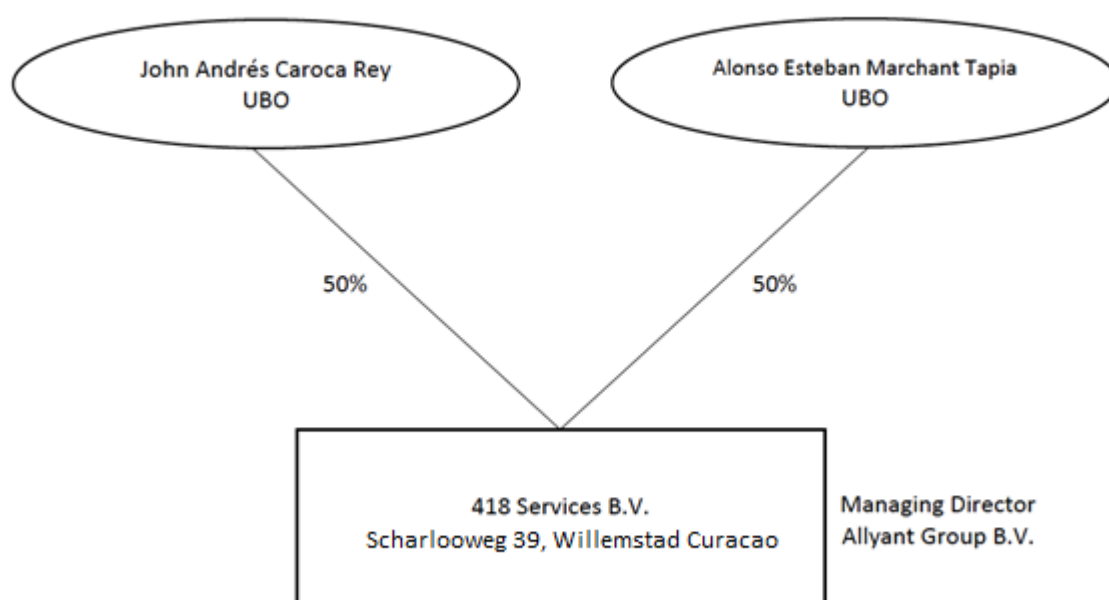
Our platform is designed to support mobile and desktop access with seamless payment integrations.

Through our comprehensive suite of services, we aim to provide an exceptional gaming experience while solidifying our position as a premier provider in the LATAM online gambling sector.

CORPORATE STRUCTURE AND KEY MANAGEMENT

The ultimate beneficial owners of 418Services B.V. are Mr. John Andrés Caroca Rey and Mr. Alonso Esteban Marchant Tapia, each holding a 50% ownership interest in the company. Both Mr. Rey and Mr. Marchant have extensive experience in the gambling industry and they will assume key roles in the company's operations..

From a corporate governance perspective, Allyant Group B.V. will be appointed as the Managing Director of 418Services.

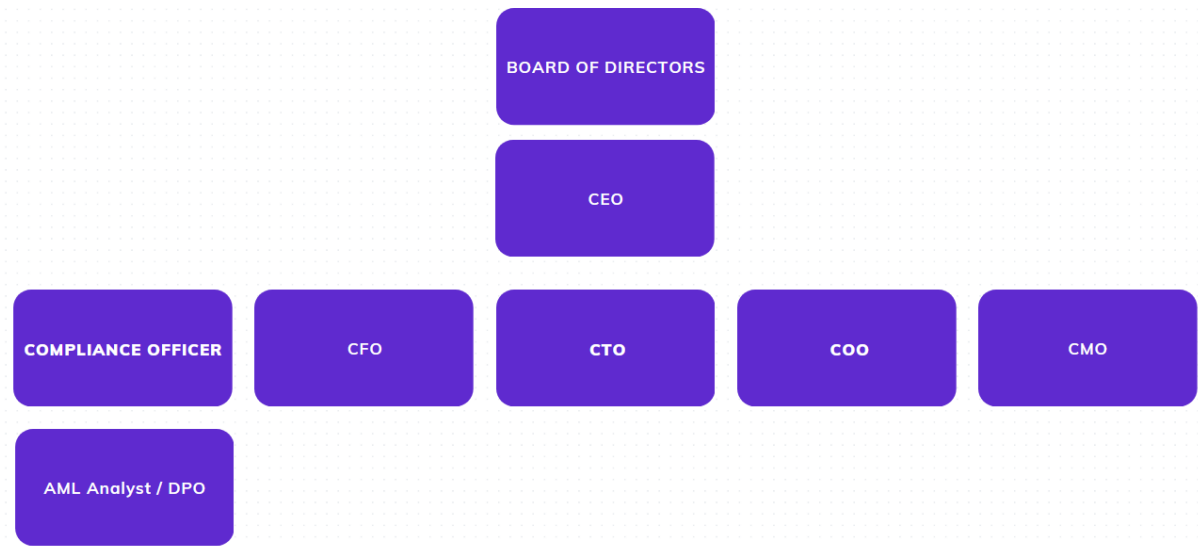


Ownership:

- Mr. John Andrés Caroca Rey (50%)
- Mr. Alonso Esteban Marchant Tapia (50%)

Managing Director: Allyant Group B.V.

MANAGEMENT ORGANOGRAM



The company structure includes clearly defined roles and reporting lines. Key future management positions are as follows:

- **CEO:** Responsible for overall company strategy and direction.
- **CFO:** In charge of financial management and compliance.
- **CTO:** Oversees the technological infrastructure and innovation.
- **Compliance Officer:** Manages regulatory compliance and internal controls.

GENERAL CONTROLS & DUTIES

418Services has separate departments for development, finance, casino management, customer support, payments & fraud, business intelligence and marketing. This is the first control in place. Individuals have clearly defined roles and responsibilities including reporting lines within 418Services. As a result, each department, has both substance and clarity to enable its goals and objectives.

COMMERCIAL STRATEGY AND MARKET ANALYSIS

MARKETING PLAN

418Services' strategy is based on close partnerships with influencers who engage directly with their audience through streams on Instagram, Twitch, and YouTube, as part of an intensive marketing strategy. In terms of expansion dynamics, we will promote campaigns on Instagram, offering bonuses and communicating the benefits of our promotions.

SALES PLAN

Based on our three-year experience, we aim to achieve a minimum monthly growth rate of 10%, starting in January 2024 with a sales figure close to 54 billion CLP. For 2024, 2025, and 2026, we plan to maintain a minimum monthly growth of 10%.

Market Growth Strategy and Exclusions

Our expansion strategy is centered on penetrating key LATAM markets where the regulatory environment is favorable. We emphasize growth through influencer partnerships, culturally relevant promotions, and user acquisition efforts tailored to the habits and preferences of local audiences.

Excluded Markets:

As part of our responsible gaming and compliance commitment, we exclude:

- The United States
- European Economic Area (EEA)
- Any jurisdiction with a legal prohibition on online gambling
- Countries listed on the FATF high-risk list

TARGET MARKET

According to Edison Investment Research's "Online Gaming Sector Report" from July 2019, the global income of online gambling houses in that year was approximately 40 billion dollars, which represents 0.046% of world GDP. Without going into the cultural and social particularities of the Latin American region, we extrapolate this proportion to the sum of the GDP of Brazil, Mexico, Argentina, Colombia, Chile, Peru, Ecuador, Dominican Republic, Guatemala, Panama, Costa Rica, Venezuela, Uruguay, which gives us a market of 2 335 million dollars.

FINANCIAL

Business Forecasts (2024–2027)

We have a 3-year data sample created based on our own experience in the market, which serves as a basis for generating a more complete and robust business plan. Additionally, in a medium to long-term plan, we intend to maintain the growth rate we have achieved so far

FINANCIAL HIGHLIGHTS BY YEAR

The table presented displays the platform's progress during 2022 and 2023. Drawing on our market experience, the projections adhere to the following key points:

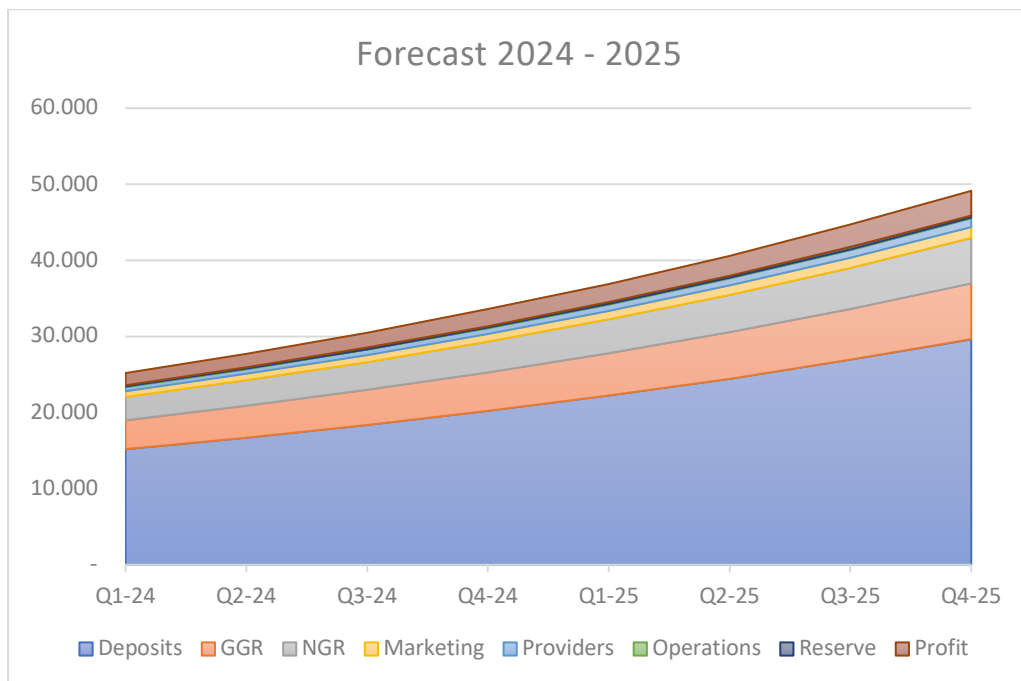
- 20% of deposits constitute our Net Gaming Revenue (NGR), which encompasses sports betting and casino wagering.
- We offer a commission rate of 15% to our service providers.
- Our adaptive marketing budget represents 25% of the NGR.
- There is a monthly operational cost growth of 5%, inclusive of potential investments.
- We maintain a Big Win reserve for an any unexpected event.

Experience in the market: 2022 - 2023

	Q1-22	Q2-22	Q3-22	Q4-22	Q1-23	Q2-23	Q3-23	Q4-23	Total (million CLP)
Deposits	1.303	5.518	8.147	10.760	10.509	11.418	12.433	13.808	73.896
GGR	442	1.863	2.618	3.500	2.943	3.067	3.951	3.693	22.077
NGR	275	999	1.440	1.739	1.997	2.131	2.475	2.150	13.206
Marketing	69	250	360	435	499	533	619	538	3.302
Providers	66	279	393	525	441	460	593	554	3.312
Operations	48	50	53	56	58	61	64	68	458
Reserve	14	50	72	87	100	107	124	108	660
Profit	92	419	634	724	998	1.077	1.199	991	6.135

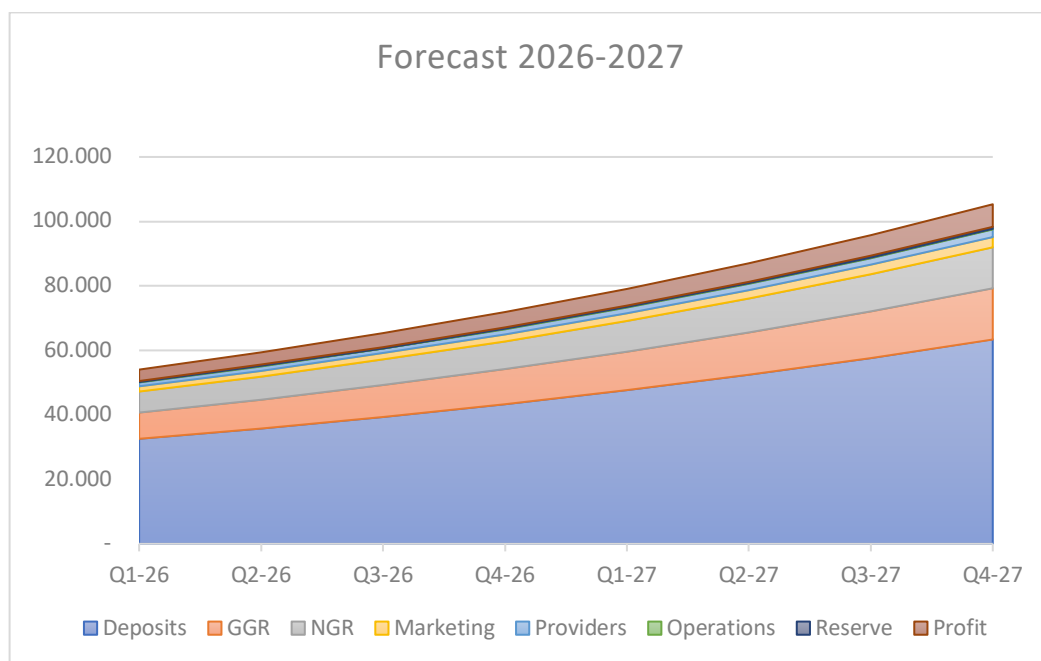
Forecast 2024 – 2025

	Q1-24	Q2-24	Q3-24	Q4-24	Q1-25	Q2-25	Q3-25	Q4-25	Total (million CLP)
Deposits	15.189	16.708	18.378	20.216	22.238	24.462	26.908	29.599	173.697
GGR	3.797	4.177	4.595	5.054	5.559	6.115	6.727	7.400	43.424
NGR	3.038	3.342	3.676	4.043	4.448	4.892	5.382	5.920	34.739
Marketing	759	835	919	1.011	1.112	1.223	1.345	1.480	8.685
Providers	570	627	689	758	834	917	1.009	1.110	6.514
Operations	68	71	75	79	83	87	91	96	649
Reserve	152	167	184	202	222	245	269	296	1.737
Profit	1.641	1.808	1.993	2.196	2.419	2.665	2.936	3.234	18.892



Forecast 2026 – 2027

	Q1-26	Q2-26	Q3-26	Q4-26	Q1-27	Q2-27	Q3-27	Q4-27	Total (million CLP)
Deposits	32.559	35.814	39.396	43.335	47.669	52.436	57.679	63.447	372.336
GGR	8.140	8.954	9.849	10.834	11.917	13.109	14.420	15.862	93.084
NGR	6.512	7.163	7.879	8.667	9.534	10.487	11.536	12.689	74.467
Marketing	1.628	1.791	1.970	2.167	2.383	2.622	2.884	3.172	18.617
Providers	1.221	1.343	1.477	1.625	1.788	1.966	2.163	2.379	13.963
Operations	96	101	106	111	117	123	129	135	917
Reserve	326	358	394	433	477	524	577	634	3.723
Profit	3.567	3.928	4.326	4.764	5.246	5.777	6.360	7.003	40.971



KEY PERFORMANCE INDICATORS AND LONG-TERM OBJECTIVES

KPIs (Key Performance Indicators):

Key metrics used to evaluate the performance and success of the business in achieving its strategic goals.

- **Customer Lifetime Value (CLTV):** The total estimated revenue a customer will generate throughout their relationship with the company.
- **Conversion Rate (CR):** The percentage of users who complete a desired action, such as registering or making a deposit.
- **Net Gaming Revenue (NGR):** Net revenue from gaming activities after deducting winnings, bonuses, and commissions.
- **Cost per Acquisition (CPA):** The average marketing and sales cost required to acquire a new customer.
- **Monthly Active Users (MAU):** The number of unique users who engage with the platform at least once per month.

Long-term Goals:

- Strategic objectives the company aims to achieve over the next few years.
- Become a top 5 operator in Chile.
- Launch proprietary game titles by 2027.
- Reach CLP 1 trillion in lifetime deposits by 2028.

RISK EVALUATION AND MANAGEMENT

Risks Identified:

- Regulatory changes
- Payment provider disruption
- Fraud and AML risks

Mitigation Measures:

- Regulatory monitoring and legal counsel
- Redundant payment provider setup
- AML framework and transaction monitoring tools
- Regular internal audits and quarterly external audits

In case of a disruption in service from any key supplier, we have established business continuity protocols. For example, alternative payment processors are pre-vetted for emergency activation. Hosting redundancy is maintained through our cloud architecture, and we have commercial flexibility to transition game providers if needed.

Our risk management framework includes regular internal assessments, quarterly external audits, and a centralized risk register to ensure early detection and mitigation of operational and regulatory risks.

COMMITTEES AND RESPONSIBILITY STRUCTURE

- **Compliance Committee:** Oversees the implementation of regulatory standards and internal policies, reporting directly to the Board of Directors.
- **Ethics Committee:** Ensures that ethical guidelines and crime prevention measures are consistently applied across operations.
- **Innovation and Technology Committee:** Evaluates emerging technologies and prioritizes development initiatives to maintain platform competitiveness.
- **Expansion and Strategic Alliances Committee:** Reviews potential market entries and evaluates strategic partnerships aligned with the company's long-term growth.

TECHNOLOGY, HOSTING & SOFTWARE

SOFTWARE ARCHITECTURE

The platform is composed of a database driven multi-tier, modular architecture, utilizing open-source technologies such as, HTML, Javascript and PostgreSQL. Some of the core platform components include; Webfront, Player, Account, Integration, Session and KYC.

SERVER ARCHITECTURE

The platform is hosted on a virtualized server architecture on cloud computing, built with resiliency at all layers of the stack. The infrastructure is composed of enterprise grade hardware, server clusters, multiple storage arrays and resilient networking throughout. All components are securely backed up on to an isolated backup appliance.

CO-LOCATION

The platform is collocated within the Google datacentre in USA. The facility includes multiple network providers, N+1 generator setup, advanced fire detection and suppression, a precision-controlled air-conditioned environment, and high level of security and access controls.

SECURITY

A number of security controls are in place. Physical security, network segmentation, DDoS and bot mitigation, layer 4 to 7 firewalling, centralized access control, role-based access, encryption, virus/malware protection and stringent policies and procedure based on ISO standards.

KEY SUPPLIERS AND DEPENDENCIES

- SoftSwiss (games)
- Digitain (sportsbook)
- Google Cloud (hosting)
- Zippy SpA (payments)

Business continuity plans are in place in case of supplier interruption.

OPPORTUNITY

PROBLEM WORTH SOLVING

The significant marginality of the online betting industry shows us that there's room for a wider offer of this kind of service. There aren't significant regional operators that we could identify as leaders, but the biggest and well-known platforms are European.

OUR SOLUTION

We plan to offer our users localization, a reliable service that is transparent and a company close to the sociocultural reality of the users. In the long run we want to use and offer our own technological solutions, but for now we want to develop based on our commercial and marketing strategies.

TARGET MARKET

According to Edison Investment Research's "Online Gaming Sector Report" from July 2019, the global income of online gambling houses in that year was approximately 40 billion dollars, which represents 0.046% of world GDP. Without going into the cultural and social particularities of the Latin American region, we extrapolate this proportion to the sum of the GDP of Brazil, Mexico, Argentina, Colombia, Chile, Peru, Ecuador, Dominican Republic, Guatemala, Panama, Costa Rica, Venezuela, Uruguay, which gives us a market of 2 335 million dollars.

COMPETITION

Competition has been attracting different actors as legislation progresses in each country. In the case of Chile, regulation is undergoing review and changes, leading companies to take various actions until the situation is clarified. This also makes competition tougher in regulated countries, as stronger or globally present actors enter the market, as is the case with Peru.

CURRENT ALTERNATIVES

As for now, we would like to see competitors based on our geographical realities and terms. In the near future we will be seen as competitors' local operators and international operators with little reach in the region. For these purposes, we would like to mention sites like Apuestatotal, Fantastibet, Latinbet, Rojabet, CasinoenChile, Casino Estelar, etc., as competition with which we can compare ourselves.

OUR ADVANTAGES

Our team has experience related to payment and marketing solutions, that in combination with the support service we develop, gives us the possibility to offer a product that serves an engaging user experience.

RISK EVALUATION AND MANAGEMENT

RISKS IDENTIFIED:

- Regulatory changes
- Payment provider disruption
- Fraud and AML risks

MITIGATION MEASURES:

- Regulatory monitoring and legal counsel
- Redundant payment provider setup
- AML framework and transaction monitoring tools
- Regular internal audits and quarterly external audits