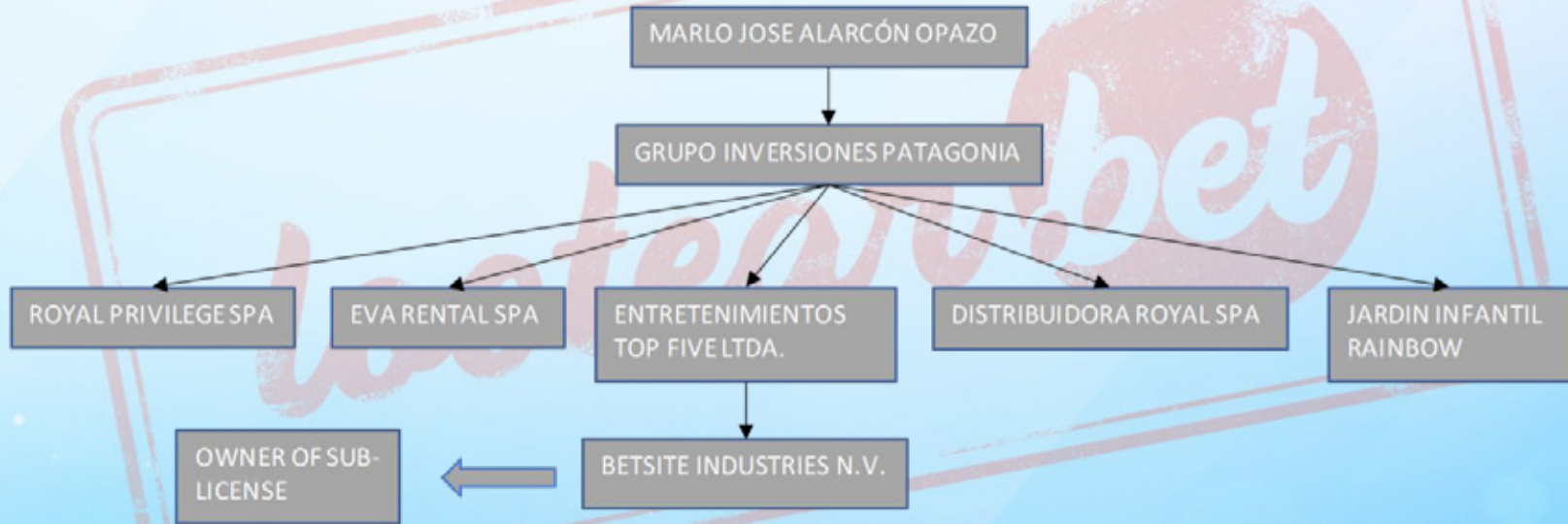


lootear  bet

THE COMPANY: BETSITE INDUSTRIES N.V



THE COMPANY: BETSITE INDUSTRIES N.V

- Betsite Industries N.V is part of an investment structure. Betsite Industries N.V was acquired by Entretenimientos Top Five Ltda. that is part of a holding company named Grupo Inversiones Patagonia in Chile. The owner of the holding and investor is Marlo José Alarcón Opazo.
- Betsite Industries N.V will be the owner of the sub-license and will be managing by it's non-executive director Pearl Trust.
- The organizational structure is made up of an investor and president of the holding company Grupo Inversiones Patagonia together with multidisciplinary professional experienced team which today has the responsibility to manage all the companies in Chile and are able to assist with any outsourcing required for Betsite Industries N.V.

BETSITE INDUSTRIES N.V: ORGANIZATIONAL STRUCTURE



CONTEXT

We have previous experience given the operation of physical and online casinos, so we know the client who consumes both formats. We have financial support that allows the start-up and sustained growth of this business over time.

The Chilean market is constantly growing and has experienced an explosion since the pandemic, which has led to the appearance of various operators in the market and continues with low entry barriers for new companies to develop the business.

There are no companies that focus so directly on customer service, so this aspect is what we believe must be promoted and turned into our added value.

VALUE PROPOSITION

Lootear.bet's main objective in the first instance is to satisfy it's clients. These are new online clients in Chile and may also be clients which normally only play at landbased casinos and now want to give online casinos a try. The latter due to a robust proposal that offers verticals that are lacking in traditional casinos.

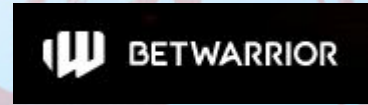
The main objective is to retain our customers through close communication with the aim of making you feel "at home" every time you use our page and services.

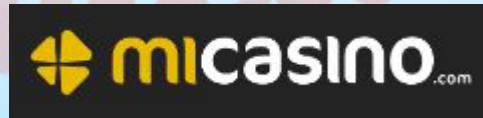
MAIN OPERATORS IN CHILE







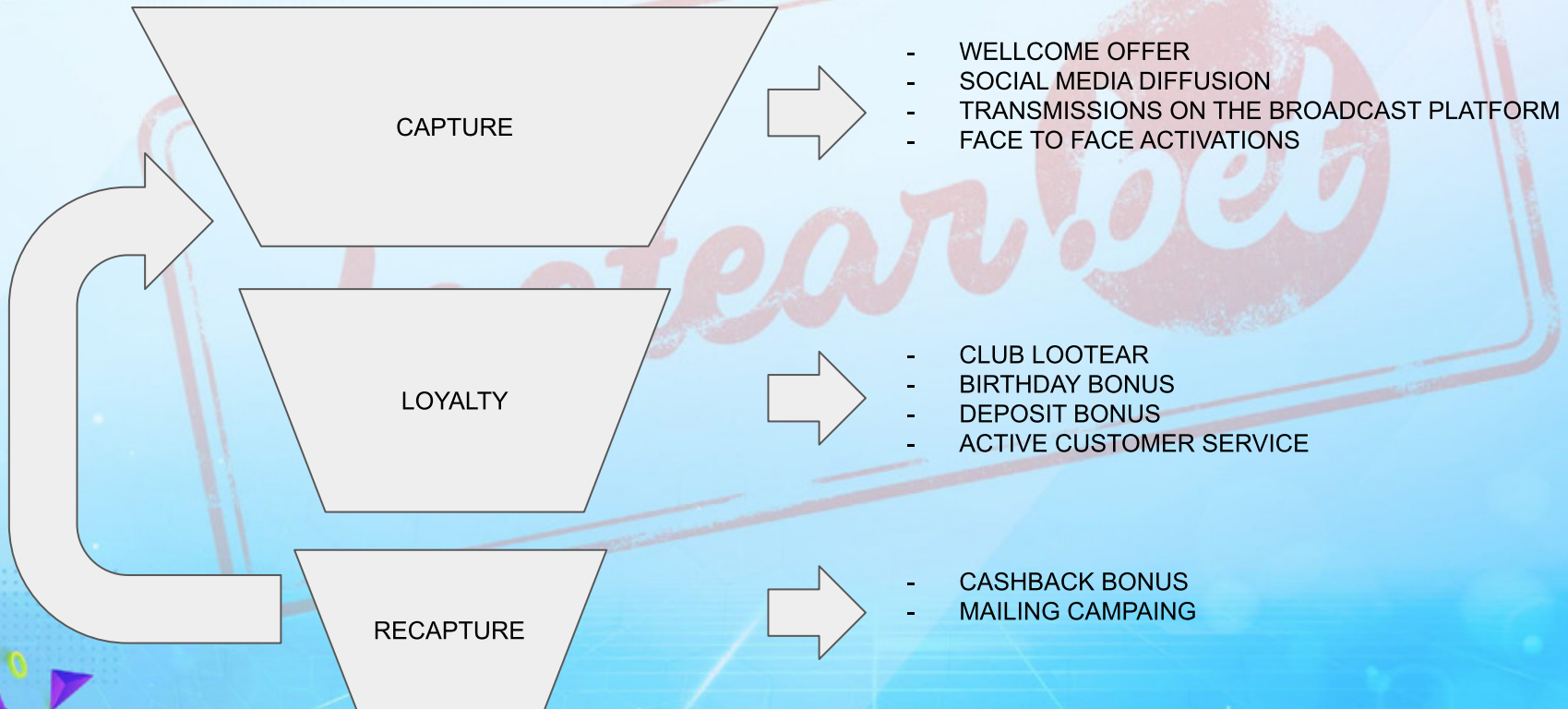







SLOTS, LIVE CASINO, SPORTS BETS
SIMILAR SUPPLIERS
FOCUS ON MARKETING AND BRAND IDENTITY

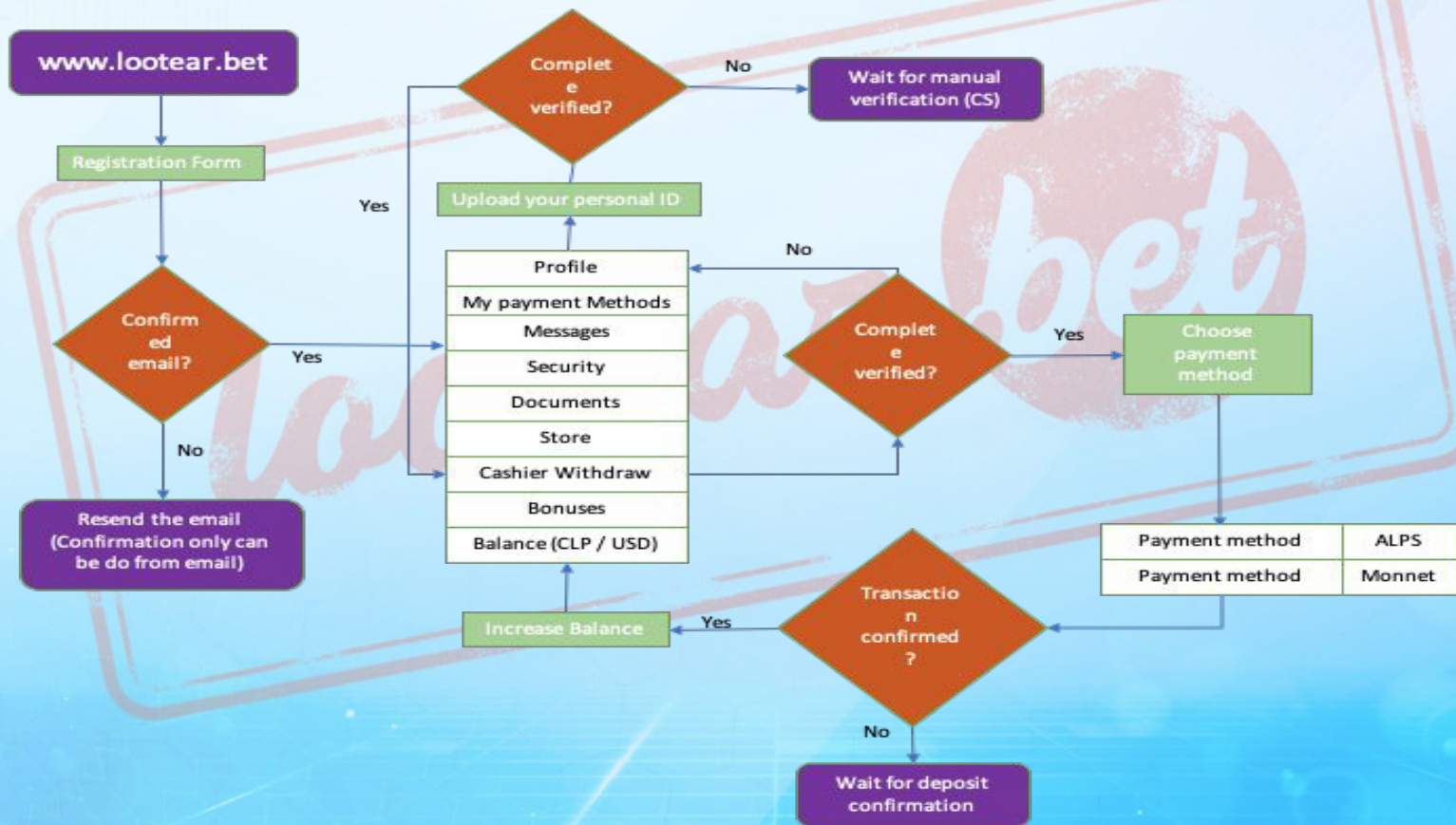
HOW DO WE DO IT?



LOOTEAR.BET: PARTNERS AND PROVIDERS



LOOTEAR.BET - KYC - DEPOSITS & WITHDRAWALS



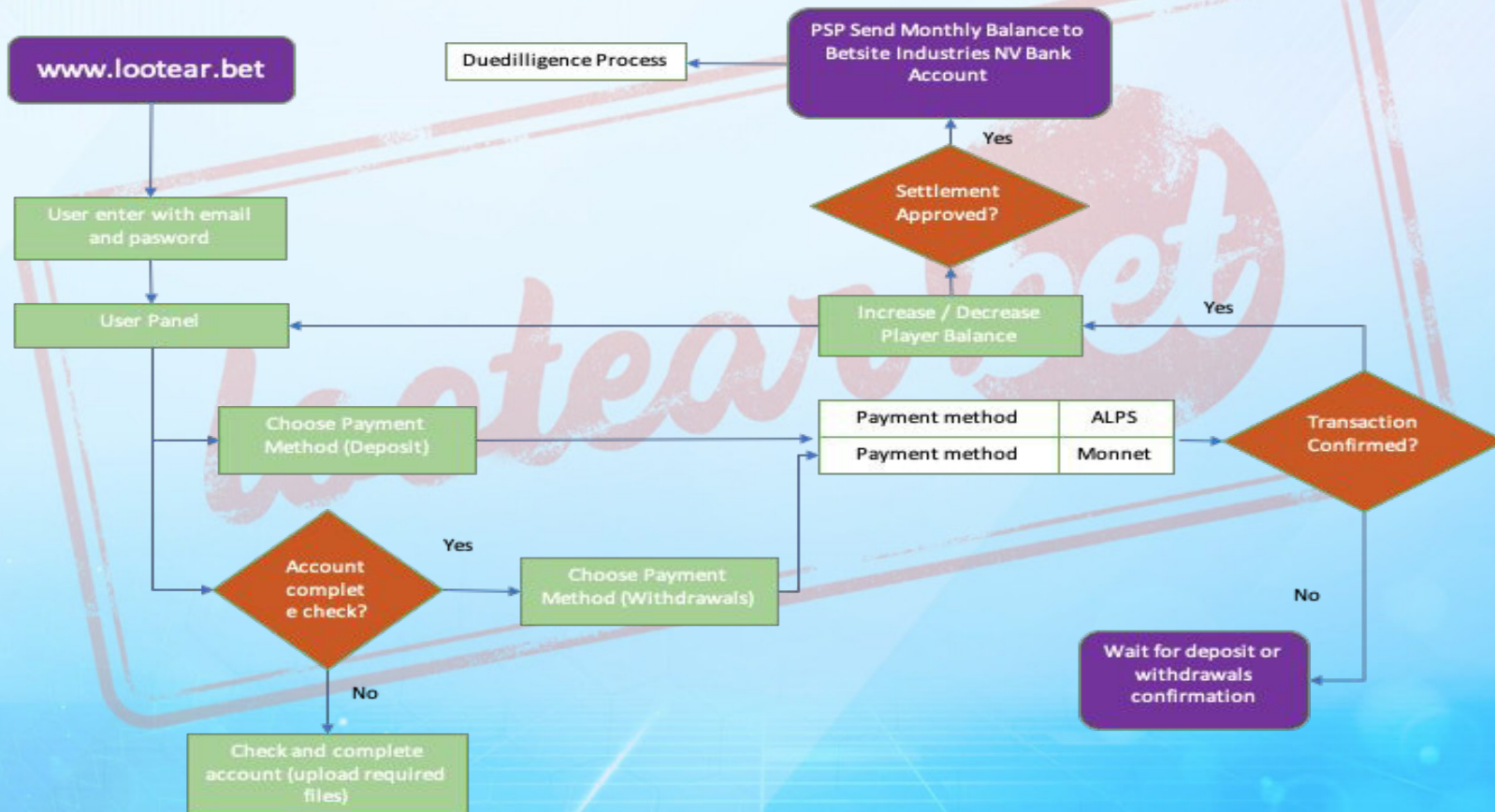
KYC Process

Lootear.bet will only accept clients over 18 years of age and for purposes of withdrawing money they will have to accredit a bank account in the client's name.

The creation and complete verification will be an exclusive requirement for the correct operational flow in relation to the gaming experience in our casino.

In relation to the complete verification, the user must upload a document that proves his identity (preferably his ID or Passport), otherwise he will not be able to withdraw money.

LOOTEAR.BET - CASH FLOW



CASH FLOW

- At the end of each month, the net balance available will be send from the Payment Services Providers (PSP) to a corporate bank account held by Betsite Industries N.V. (due dilligence process). This account will be used to receive funds as well as make payments to the providers.
- About the PSP, the company will have an agreement and a different balance with each one.
- To ensure the correct balance of each PSP and to avoid any potential Money Laundering, all withdrawals are required to be to the same method as was used by the player to make his/her deposit.

COSTUMERS

Customers registered in lootear.bet as of 09/20/2022 in a period of 3 months 4fun mode.



1,151

Usuarios
registrados

TARGET COSTUMERS

In the first instance, the operation will be focused on Chile.

The target will be men and women between the ages of 18 - 50 years old of a medium, medium - high and high socioeconomic level.

The objective is to capture both the client who consumes other platforms and the one who only knows the face-to-face modality.

CONCLUSIONS

The Chilean market is very competitive. The brands that have been analyzed have a great deal of work and investment within their sites to offer the best possible user experience. In addition to investing heavily in marketing strategies, media, influencers, etc.

The most relevant points to be considered in the development of platforms are:

1. **Language:** It is important that the content of the site is in the language and dialect of the market.

CONCLUSIONS

2. **Customization:** Customization generates empathy and credibility of the target audience with the site. It is important that, for example, cultural aspects of the players, the local currency in the system and in the communication of banners, etc. are used.

3. **Tutorials:** The implementation of audiovisual tutorials or through infographics improve the user experience within the casino. They can be implemented in: -
Registration pages - Making a deposit - Withdrawal request.

CONCLUSIONS

4. **Deposit and withdrawal methods:** It is essential to have a wide range of deposit and withdrawal methods. A large investment is made to acquire the player. We cannot fail in the last link to finalize the purchase. It is essential that at the time the player decides to make his deposit, he has a deposit method that is easy, reliable and practical. The same happens with the methods available for withdrawal, it is important to generate an excellent experience when making a withdrawal payment, so you deposit again, generating player retention.

CONCLUSIONS

5. **Games Offer (Vertical):** The verticals allow us to understand what the casino offers and if they specialize in any area. Example: If they offer Sports and Casino games, or specialize only in sports betting. The order of the verticals also informs in an underhand way, which is the strongest area of the casino. The top positions are generally reserved for the most profitable verticals.

6. **Providers:** Most of the sites we have reviewed have a huge list of providers. The leader is 1xBET with 137 game providers. To catch up with the leading sites in the market, it is necessary to have a wide range of games.

CONCLUSIONS

7. **Games Exhibition** When a wide variety of games is offered, for example 1xBET, it is necessary to have an excellent filter system to organize and display the offer. According to the providers that are available, the filter categories are generated.

8. **Welcome Offers** It is essential to analyze each competitor's Welcome offer, so you know how aggressive they are being in their bonus system. In turn, the more aggressive they are, the greater the risks against Bonus Hunter users.

CONCLUSIONS

9. **Retention offers:** Player retention strategies need to be implemented. The acquisition of users is very expensive, through the retention of users, you begin to have a greater profitability over time. The analyzed casinos centralize their offers in deposit bonuses, bets, cashbacks and tournaments.

10. **Friend Offer:** Word of mouth is one of the most effective marketing tools. Having friend referrals promo can be a good acquisition strategy. It also requires risk control due to the generation of multiple accounts or scams between groups of users in sports betting.

CONCLUSIONS

11. **Affiliate System:** Sites that have a strong presence in the market have a competitive affiliate system. In the document we share several sites of your competitors so that you can learn about their communication and commission systems. In markets as competitive as Chile's, it is essential to have an affiliate network that helps us acquire players.

12. **Brand identity and differential:** Beyond achieving level with the offer of the casinos that compete in the market, it is necessary to achieve a strong brand identity and a differential in the offer. The question is why would a player choose to bet at my casino and not at the competitor's?

CONCLUSIONS

13. **Sports:** The market seems very mature. There are many houses with a fairly similar offer between them. Of course, the big sites like Betsson, Bet365 and 1xbet take advantage in terms of offer and functionalities. The odds are even, some choose to be a little more aggressive, such as Coolbet and Latamwin, but in general, they all have very similar margins.

lootear.bet

LOOTEAR.BET - BUSINESS PLAN



CHILE	2022	2023	2024	2025	2026	
All figures in US Dollars	Year 1	Year 2	Year 3	Year 4	Year 5	ACUMULADO
Deposits Forecast						
Total FTD	1000	2000	2000	2000	2000	9000
Total Deposits (USD)	\$ 800.000	\$ 2.000.000	\$ 2.200.000	\$ 2.420.000	\$ 2.662.000	\$ 10.082.000
Total Retiros (USD)	\$ 240.000	\$ 600.000	\$ 660.000	\$ 726.000	\$ 798.600	\$ 3.024.600
GGR	\$ 560.000	\$ 1.400.000	\$ 1.540.000	\$ 1.694.000	\$ 1.863.400	\$ 7.057.400
GGR CASINO	\$ 392.000	\$ 980.000	\$ 1.078.000	\$ 1.185.800	\$ 1.304.380	\$ 4.940.180
GGR SPORTS	\$ 168.000	\$ 420.000	\$ 462.000	\$ 508.200	\$ 559.020	\$ 2.117.220
LOCAL TAXES %	\$ 11.200	\$ 28.000	\$ 30.800	\$ 33.880	\$ 37.268	\$ 141.148
NGR	\$ 548.800	\$ 1.372.000	\$ 1.509.200	\$ 1.660.120	\$ 1.826.132	\$ 6.916.252
OPEX (OPERATING EXPENSE)	\$ 550.000	\$ 1.250.000	\$ 1.356.000	\$ 1.472.600	\$ 1.600.860	\$ 6.229.460
Total: iGaming Platform	\$ 84.000	\$ 210.000	\$ 231.000	\$ 254.100	\$ 279.510	\$ 1.058.610
Total: Metodos de Pago	\$ 104.000	\$ 260.000	\$ 286.000	\$ 314.600	\$ 346.060	\$ 1.310.660
Total: Affiliates Revshare	\$ 84.000	\$ 210.000	\$ 231.000	\$ 254.100	\$ 279.510	\$ 1.058.610
Total: Gastos de Personal	\$ 60.000	\$ 100.000	\$ 100.000	\$ 100.000	\$ 100.000	\$ 460.000
Total: Gastos de Operación	\$ 48.000	\$ 60.000	\$ 60.000	\$ 60.000	\$ 60.000	\$ 288.000
Total: Gastos de Administración	\$ 18.000	\$ 30.000	\$ 30.000	\$ 30.000	\$ 30.000	\$ 138.000
Total: Gastos de Marketing	\$ 152.000	\$ 380.000	\$ 418.000	\$ 459.800	\$ 505.780	\$ 1.915.580
EBITDA	-\$ 1.200	\$ 122.000	\$ 153.200	\$ 187.520	\$ 225.272	\$ 686.792
Nuevos jugadores depositantes	1000	2000	2000	2000	2000	9000
Total jugadores depositantes	1000	3000	5000	7000	9000	

7%

ANNUAL GGR \$ 1.411.480

ANNUAL EBITDA \$ 137.358

NEW DEPOSITORS BY YEAR 2000

ANNUAL OPEX \$ 1.245.892

ANNUAL MKTG INV \$ 383.116

EMPLOYEES REQUIRED 20