
Business Plan

WDC International

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BUSINESS OBJECTIVE

WDC International is a company with the purpose to provide online gambling and sporting books products targeting Brazil.

WDC International makes it a priority to understand the needs of every customer by controlling and operating technical and customer support staff, to provide better service and build a true, honest, and reliable relationship with clients and partners.

The innovation side is in our veins, so we are 100% committed to use all our resources to integrate with all the top tier providers that will bring safety to our customers and operations on a daily basis, and in a near future build our own solutions.

The priorities are:

- Creating the most favorable conditions and best conditions in comparison to other betting companies;
- Providing high quality service;
- Providing high quality support to its clients.
- Offer fairness and transparency in the activities and an interactive entertainment for customers.
- Have the highest levels of security.
- Educating our customers, the importance of a fully regulated casino operation.

WDC International is operate the bellow mentioned websites for online casino-games where the client can play and place bets on the games.

www.playpix.com
hotplay.com
dupoc.com
betando.com

SERVICES

The services offered by WDC International are:

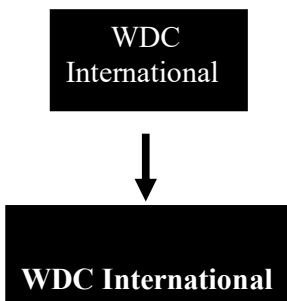
Casino

- Slots
- Turbo Games
- Live Casino
- Sports book

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

The ultimate beneficial owner of WDC International is Erick De Mendonca Poubel. Which has 100% ownership interest in the company. Erick De Mendonca Poubel has an extensive experience in the gambling industry and inherit key roles in the operation of the company.

From corporate governance perspective, Allyant Group B.V. is be appointed as the Managing Director of WDC International



CEO – João Vitor Carvalho Gottgtroy
CFO – Matheus Siqueira Figueiredo
CTO – Renato Massuo Kobe Kuroki
CCO - Caio Enzo Aquino de Lima
Compliance Officer (MRLO) - Joshua Rajiv Khalil Melfor

GENERAL CONTROLS & DUTIES

WDC International 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 WDC International. As a result, each department, has both substance and clarity to enable its goals and objectives.

WDC International imposes restrictions and fully complies with the accepted legal age of 18+ being the players allowed to use online commercial gaming products.

The Compliance department is responsible for monitoring all transactions to and from WDC International and verifying the identity of all online registered players. WDC International's senior management, as well as all employees, are fully committed to adopting a risk-based approach to anti-money laundering ("AML") with effort focused where it is most needed to be able to process payment transactions between WDC International and customers in a way free of money laundering issues. An AML manual outlining the policy and procedures in relation to risk assessment and management has been prepared for this purpose.

The developed internal systems and procedures applied by WDC International are appropriate for remote gaming businesses. The Company appreciates that its money laundering and terrorist financing risk assessment is not a one-off exercise, and these are assessed regularly so that adopted approach is effective at any time.

COMMERCIAL STRATEGY

MARKETING PLAN

Over the last years, betting has been making towards the online world. That is why it is necessary for the successful online business to have a competent marketing strategy with the emphasis on internet-marketing. Such instruments as SEO Services, Affiliate Marketing Services, and Mobile Marketing services to help to attract the target audience. As well as the traditional marketing such as partnerships with sports influencers, Tv media, sports games and all the tools that is needed to grow brand awareness for the company.

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. In Brazil, we are facing a turning point in the gaming industry. Many companies operate without license using shady providers or even creating their own solutions. This is not healthy for the companies that want to choose the right path and develop a licensed gambling casino.

So, we are in front of a huge opportunity. Being one of the pioneers not in the gaming operations but in the awareness that regulated gaming authorities are a key point for

regulating casinos and fairness to customers. So then, how people see casinos will change. Because of that our regulated market will grow strong. Also, there aren't significant regional operators that we could identify as leaders, but the biggest and well-known platforms are European.

OUR SOLUTION

We have multiple years of experience in gaming and crypto affiliate related activities. We already set the geo blocking for the Dutch Caribbean, Netherlands, United States, France, North Korea Syria, Iran and all the other geos where the activity is not covered by curacao gambling license. Further, 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 strategies.

Our plan here as a regulated casino will be: Grow the awareness of the importance that is to have the license and solid Due diligence for the clients to trust the company all the way, a company that is fully transparent and trustworthy as well aligned with responsible gaming framework. The benefits that my company gets from promoting this regulation awareness and how to avoid being scammed will be the trust of my customers and newcomers to my brand and eliminate the ones that don't fit the regulations.

OUR ADVANTAGES

Our team has experience related in gaming and crypto related activities, which gives us the possibility to offer a product that serves an engaging user experience. We are acquainted with the European AML/KYC requirements and have compliance document from our related activities.

As mentioned before, we intend to use our previous online experience selling products online through affiliates, we already mapped the Brazilian cultural aspects and behaviors. This will be valuable for shaping our existing products and futures ones, all that will be helpful for targeting customers that have an interest in gaming.

***Please check the last page where is stated all the brands and its strategy in more details ***

FORECAST FINANCIAL

We have prepared a forecast based on our experience in the market, the overview shows the development from Year 1 through Year 3. (This is taking in consideration that the 1st year forecast is 2024)

PLAYPIX: (Already in operation)

	Year 1	Year 2	Year 3
Total Revenue	98.000.000,00	120.000.000,00	145.000.000,00
Total Expenses	32.000.000,00	39.000.000,00	47.000.000,00
Net Result	66.000.000,00	81.000.000,00	98.000.000,00

All the above values are in \$USD and it's taking into consideration a 22%-year growth rate.

Dupoc: (Already in operation - Taking in consideration that the 1sy year forecast is 2024)

	Year 1	Year 2	Year 3
Total Revenue	30.000.000,00	36.600.000,00	44.650.000,00
Total Expenses	9.000.000,00	10.980.000,00	13.390.000,00
Net Result	21.000.000,00	25.620.000,00	31.260.000,00

All the above values are in \$USD and it's taking into consideration a 22%-year growth rate.

Hotplay: (Released March 2024 - Taking in consideration that the 1sy year forecast is 2024)

	Year 1	Year 2	Year 3
Total Revenue	12.000.000,00	14.600.000,00	17.810.000,00
Total Expenses	2.000.000,00	2.440.000,00	2.970.000,00
Net Result	10.000.000,00	12.160.000,00	14.840.000,00

All the above values are in \$USD and it's taking into consideration a 22%-year growth rate.

Betando: (Released March 2024 - Taking in consideration that the 1sy year forecast is 2024)

	Year 1	Year 2	Year 3
Total Revenue	20.000.000,00	24.400.000,00	29.760.000,00
Total Expenses	3.500.000,00	4.270.000,00	5.200.000,00
Net Result	16.500.000,00	20.130.000,00	24.560.000,00

All the above values are in \$USD and it's taking into consideration a 22%-year growth rate.

The intended strategy for business growth and securing, maintaining, or increasing market share involves a multi-faceted approach focused on market expansion, technological innovation, and strategic marketing. WDC aims to achieve these objectives by offering unique online betting products, targeting specific markets that are popular in Brazil but dominated by international competitors (Bet 365 and Kaizen group), which present significant growth potential if well-exploited. The financial plan will allocate investments in technology, marketing, and strategic partnerships, with financial forecasts based on realistic market analyses. The marketing budget includes digital campaigns, influencer sponsorships, airing a brand commercial on Brazil's largest TV network (Rede Globo), and targeted promotions to attract and retain customers, with a clear focus on investment return. The growth strategy is supported by a well-structured plan, with our core business being affiliation. We believe that through solutions aimed at innovation and education of the same, plus the points described above, we will ensure the business's sustainability and long-term growth.

TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

The games/services that are being provided are slots, live casino, sportsbook, and turbo games. These are provided through the platform/software providers Spribe, Pragmatic Play, Creedroomz, Sponomenal, Popok, Smartsoft, Playtech and Evolution. To stay competitive in this fast-growing era and to reach end users who prefer using PIX (Instant payment) as a means of payment we have chosen to adopt digital payments only. This service is provided by the PSP Zlin Pay.

3RD PARTY PROVIDERS

- Softwares
 - LIVECHAT (platform that provides player support within the website)
 - BETCONSTRUCT and Digitain (Betting and gambling Software provider, also it provides services* for the brand)
 - ZEEV (Process management and control)
 - Sun seven games (Hosting services in curacao for server that contain the updated database in case of a disaster)
 - Consultas Prime (It's a KYC set in registration where it validates the national document of the player, to prevent fraudulent activities)

*The services provided are paid and cover: Risk management, bonus and CRM management and setting, database replication for being compliant with the regulation in curacao and business dashboard.

- Outsourced providers:
 - ATOMOS TECNOLOGIA E GESTÃO (Technology/IT support and customer support labor outsourcing)
 - BRANDEX TECNOLOGIA E GESTÃO (Marketing management of online traffic for planning, implementation, analysis, and optimization of the distribution of digital content on the internet)
 - Vieites Mizrahi Rei Law Firm and Allyant Group B.V (Legal support and administrative matters)
- Payments
 - Zlin Pay (PSP in Brazil)
 - IOM Capital (This supplier provides us with a bank account for the curacao company WDC International B.V.)

RISK EVALUATION AND MANAGEMENT

Our company has been commitment to be constantly vigilant to prevent money laundering and combat terrorist financing, with the aim of minimizing and managing risks such as reputational risk, legal risk and regulatory risk. It is also committed to its social duty to prevent serious crimes and not to allow its systems to be abused to promote these crimes. The company will strive to maintain both national and international developments in relation to initiatives to prevent money laundering and terrorist financing. It undertakes to protect, at all times, the organization and its operations and safeguard its reputation and everything from the threat of money laundering, financing of terrorist activities and other criminal activities.

Our director in Curacao provide us a senior officials as the designated Money Laundering Reporting Officer (MLRO), whose responsibilities will include the duties required by laws, regulations, and guidance notes.

All cases of suspicious money laundering attempts must be reported to the MLRO, but this suspicion must not be transmitted to the customer and subsequent actions must await their consent. The MLRO is then responsible for contacting, submitting reports of suspicious activities and obtaining consent from the legal authority responsible in the jurisdiction where the transaction was carried out, as appropriate. It will also ensure that adequate records are maintained for all related reports.

We have a complete KYC policy. This will help combat money laundering threats on the ground, as well as other fraud threats in general. Customers will be informed at the time of registration and, in general, on the non-transactional support website that the Company will use online verification tools and that, in cases where we cannot comply with the criteria, documents will be requested for identity and address verification.

We always keep a secure online list of all registered players and keep the identification and transactional documentation, as defined in the laws, regulations, and guidance notes.

There are systems established to record all account transactions. These account histories are subject to a program of periodic and continuous controls of indicators of fraud and social responsibility. When sponsors of bets and unusual earnings are detected, the history of calls are also referenced to guarantee that the team is not in connivance with the customers or acting in an illicit manner.

We also maintain a register of customers that identify as high risk or politically exposed. These accounts will be subject to increased scrutiny and frequency of controls.

In general, when illegal or inappropriate behavior on the part of the staff is identified, the investigative and disciplinary procedures will follow those described in the contracts of the staff as they demand the guidelines of labor legislation and the need to use more probable measures such as suspension when, for example, transactional fraud. These activities are expected to form a standard part of the job description of an employee.

All transactions carried out on our website can be controlled to prevent money laundering or terrorist financing activities. The suspicious transactions will be reported to the corresponding authority according to the jurisdiction governing the transaction.

If our risk and fraud department suspects fraud, they can ask the player to provide the appropriate documentation. If there is sufficient evidence of fraudulent conduct (for example, bank repudiation, account operated by a third party, use of forged documents, fraud in payment methods, etc.), the account will be suspended until the situation is resolved. The suspension must be communicated to the competent authority together with the respective causes (recommended tests or tests) within 24 hours by the responsible authorities.

Our customers declare and expressly guarantees that all sums deposited and used to participate in the remote online games of our company come from legitimate sources and are not related to any fraudulent activity, money laundering or activities considered illegal by law, such as money laundering or financing of terrorism.

In accordance with the current legislation, and the rules that the regulator can dictate at any time in terms of preventing money laundering and financing terrorism, our company reserves the right to take the measures it deems necessary to comply with these requirements. Users cannot use loans to participate on the website. We will not grant the user any type of loan or mechanism that allows making loans or transferring funds between players, at any time. We reserve the right to supervise any transfer of funds that is deposited or withdrawn by any user and to report any user information to regulatory or penal authorities and/or payment service providers.

We maintain the money of players in an account that is legally separate from our own funds. It also reserves the right to retain all funds of a customer at its discretion if it considers that they are directly derived from or related to illegal or fraudulent activities. After confirming the deposit, the customer can use the deposited funds to bet. The deposits are credited to the player's account once the bank transfer is successfully validated. Deposits and withdrawals are made only in reais (R\$). The minimum deposit amount is BRL 30 (USD 6 or EUR 5).

It is the customer's responsibility to check whether the bank charges a fee for these transfers. The customer declares that he is the owner of the payment account made available to our company and the payment methods used are associated with that same account, or by default, associate it with an account owned by the customer. The total balance of your player account includes the casino balance and the casino bonus balance.

The customer's deposit history is reviewed to confirm that suspicious payments have not been made to the customer's account. The frequency of deposits and the sum of deposits are reviewed to ensure that they are within the normal range for the customer according to their deposit history and the general range of deposits in our network.

Customer billing is reviewed to ensure that the customer has played at the casino and is not using our company as a method of moving money.

The funds must always be returned to the original payment method used by the player to make a deposit. To comply with legal requirements, we must verify the identity of all players. For that, the client must send us an email with at least the following documents: Identity document with photo and birth certificate, home verification, Account ownership check.

Whenever our client wants to change their payment account, they must send new proof of ownership of the new account.

Otherwise, their payment will not be processed. The player account should not be used or treated as a bank account. In the case of deposits or withdrawals without game activity, or activity with reduced proportions of initial deposits, our company reserves the right to request explanations before transferring the withdrawal request in question. The withdrawal request made by our client will be canceled within 72 hours if they do not provide us with the necessary information to allow verification of their identity. Any withdrawal is free.

LEGAL AND GOVERNANCE FRAMEWORK

Erick de Mendonca Poubel is the only shareholder of the Company, with 100% of the shares.

The Company Statutory Director is Allyant Group B.V., a Company in Curaçao.

The CEO of the Company is João Vitor Carvalho Gotttroy.

CFO – Matheus Siqueira Figueiredo

CTO – Renato Massuo Kobe Kuroki

CCO - Caio Enzo Aquino de Lima

Compliance Officer (MRLO) - Joshua Rajiv Khalil Melfor

All day-to-day decisions are made by the CEO João Carvalho. He is the one who leads the company in all aspects and has the know-how to drive the company.

The board/company cannot be deadlocked.

Legal support and advice are provided by Allyant Group B.V and Vieites Mizrahi Rei Law Firm in Brazil.

TARGET KPIs AND BUSINESS OBJECTIVES

To measure the success of the business, WDC will use the following Key Performance Indicators (KPIs):

1. **Increase/Decrease in Deposits vs Withdrawals:** Measures financial health and user trust in the casino.
2. **Employee Count vs Revenue:** Evaluates operational efficiency by relating team growth to revenue increase.
3. **Bonus Cost:** Monitors the impact of promotions and bonuses on attracting and retaining customers versus the cost to the business.
4. **EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization):** Indicates the operational profitability of the business.
5. **NGR (Net Gaming Revenue):** Total revenue minus payouts, a key financial performance indicator.
6. **CAC (Customer Acquisition Cost):** The total marketing and sales cost divided by the number of acquired customers.
7. **Conversion Rate:** The percentage of visitors who become paying customers, reflecting the effectiveness of marketing campaigns.
8. **Retention Rate:** The percentage of customers who continue using the casino after the first deposit.
9. **LTV (Customer Lifetime Value):** The average expected revenue from a customer during their active time.

Each KPI provides valuable insights into different aspects of the business, from operational efficiency to the effectiveness of marketing strategies and financial health. Tracking these indicators will help WDC make strategic adjustments to promote sustainable growth and customer retention.

The long-term objectives for WDC, include:

- **Consolidating Position in the Brazilian Market:** We are already a leader in affiliates business model for gambling, but we want to become leader or one of the top choices in the online betting market specially in sportsbook in Brazil.
- **Expansion to New Markets:** Identify and enter emerging markets with growth potential, respecting local regulations.
- **Technological Innovation:** Continue investing in technology to offer a secure, reliable, and user-friendly platform with new games and features.
- **Financial Sustainability:** Achieve sustainable revenue and EBITDA growth while maintaining a profitable and scalable business model.
- **Social Responsibility:** Promote responsible gaming and contribute to preventing gaming addiction, in addition to supporting relevant social projects.

These objectives are designed to ensure the longevity and continuous success of WDC, maintaining a commitment to innovation, ethics, and social responsibility.

POLICES AND PROCEDURES

The company already has a great reputation in the e-games market in Brazil and is growing every year. All policies and procedures are managed internally and externally with the support of our legal advisors.

Our website provides easy access to all users for our privacy policies, AML & KYC, Compliance, Responsible Gaming, Sports betting rules and Terms and Conditions.

Our company upholds strict internal policies to ensure responsible gambling, combat money laundering, implements special measures to prevent gambling addiction, and is highly attentive to handling personal data in line with our corporate mission.

Any necessary reports required by the GCB will be promptly provided. In the event of more complex requests, the company will inform the GCB and request an extended period for the delivery of the required documents.

The company has been operating in this manner for years without encountering any issues. It fosters a healthy environment for its employees, partners, and consumers, rendering its approach to internal procedures and policies highly effective. All individuals involved in this endeavor are fully capable of executing their tasks proficiently.

Brands In-Depth:

All the four brands have as their core business affiliation that is the market that we have background.

1. Playpix:

Software Provider: Betconstruct

This project is our 1st endeavor since we started, it's the first affiliate centered gambling company in Brazil where the main strategy is to provide the affiliates all the top solutions and tools needed to promote their success. In average the affiliates receive 50% of the GGR (after discounting players bonus, and fees from providers and PSP). Here we do have Sportsbook and casino games.

2. Dupoc

Software Provider: Betconstruct

Dupoc was created as we saw in the Brazilian market a movement from competitors that created a second brand to use it as a "test environment" so e can test new acquisition funnels and promotions in a small scale and after replicate this for the biggest brand. The commission plan is the same as Playpix and here we only offer casino games, sportsbook is not activated.

3. Betando

Software Provider: Digitain

Betando started one month ago (March 2024) we decided to launch this URL due to a weakness in the Playpix, this is the Sportsbook. The trading and coverage from Betando sportsbook its much wider and its more adapted for the Brazilian market necessities. Regarding affiliation we have tier-based commission plans:

- **Bronze – 40% Revenue share from GGR**
- **Silver – 50% Revenue share from GGR**
- **Gold – 60% Revenue share from GGR**

(after discounting players bonus and fees from providers and PSP)

4. Hotplay

Software Provider: Betconstruct

Hotplay started one month ago (March 2024) we decided to launch this URL to try to input our previous experience from the websites to create a new product to target VIP customers. We do offer VIP segment in the other URLS, but we noticed that the website must be prepared for VIP from the beginning (I mean on the visual side + target promotions). Regarding affiliation, the commission plan is the same as Playpix and dupoc, where on average the affiliates receive 50% of the GGR (after discounting players bonus, and fees from providers and PSP). And here as well the sportsbook is not activated.