



GolDaSorte Sports N.V.

Business Plan

Forecast 2024 - 2028



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1. Business Overview

GolDaSorte began operations in 2022 with an initial focus on the market located in the northeast of Brazil. With the growing market and success in its operation, the company expanded the market to other regions of Brazil, and today it has a recognized brand in the Brazilian iGaming market.

GolDaSorte Sports N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2022-032 since April 26, 2022, using its own software.

The operational domain is:

- goldasorte.com

The company UBO is:

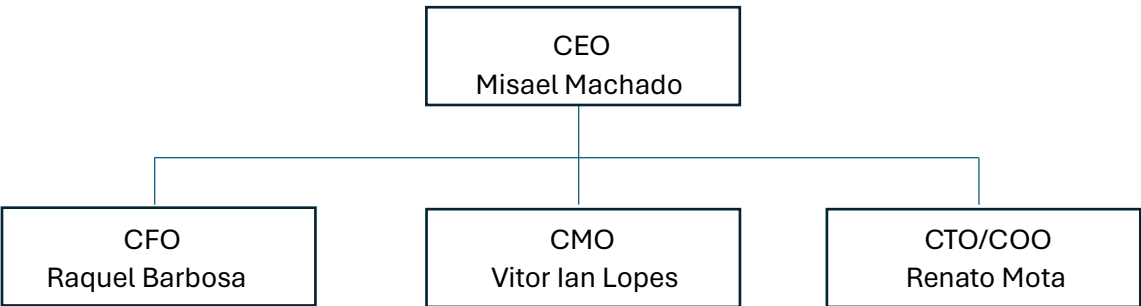
- **Misael Gomes Machado** – Professional with over 6 years of experience in business development in the iGaming industry, having participated during his career in several projects of great relevance in Sportsbook and Casino verticals.

The company’s main partners are:

- EGS Digital Limited - Consultants
- Paybrokers EFX Facilitadora de Pagamentos S.A.

2. Company’s Management Structure

The company’s organogram is presented below:



- **Misael Gomes Machado** – Professional with over 6 years of experience in business development in the iGaming industry, having participated during his career in several relevant projects in Sportsbook and Casino products.
- **Raquel Sara Sophie Barbosa** – Finance professional with over 6 years of experience in finance departments for iGaming companies. Responsible for monitoring of AML alerts and responsible gaming department.
- **Vitor Ian Lopes** – Digital Marketing Professional with over 5 years of experience in Marketing departments for iGaming companies such as Marketing Management, Social Media Management and Marketing Consulting.



- **Renato Osvaldo da Mota** – IT professional with over 5 years of experience in iGaming technology departments, working in areas such as computer networking, network support and data recovery.

3. Business Forecast 2024 - 2029

GolDaSorte has a relevant marketing budget, even more so when considering that the main focus market is the northeast of Brazil, a region composed of a middle-income population where the bet is extremely popular.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	178,200,000	€	267,300,000	€	374,220,000	€	449,064,000	€	493,970,400
Payout	-€	167,508,000	-€	251,262,000	-€	351,766,800	-€	422,120,160	-€	464,332,176
Gross Gaming Revenue	€	10,692,000	€	16,038,000	€	22,453,200	€	26,943,840	€	29,638,224
Bonus Cost	-€	3,564,000	-€	5,346,000	-€	7,484,400	-€	8,981,280	-€	9,879,408
Net Gaming Revenue	€	7,128,000	€	10,692,000	€	14,968,800	€	17,962,560	€	19,758,816
Gaming Plataform	-€	320,760	-€	481,140	-€	673,596	-€	808,315	-€	889,147
Payment Providers	-€	534,600	-€	801,900	-€	1,122,660	-€	1,347,192	-€	1,481,911
Gross Profit	€	6,272,640	€	9,408,960	€	13,172,544	€	15,807,053	€	17,387,758
Marketing	-€	1,485,000	-€	1,620,000	-€	1,970,000	-€	2,340,000	-€	2,690,000
Company Structure	-€	790,000	-€	1,584,000	-€	1,716,000	-€	2,184,000	-€	2,700,000
Human Resource	-€	900,000	-€	1,152,000	-€	1,450,000	-€	1,790,000	-€	2,246,000
Others	-€	350,000	-€	400,000	€	500,000	-€	600,000	-€	800,000
Total Cost	-€	3,525,000	-€	4,756,000	-€	4,636,000	-€	6,914,000	-€	8,436,000
NET PROFIT	€	2,747,640	€	4,652,960	€	8,536,544	€	8,893,053	€	8,951,758

4. Strategy for Business Growth and Marketing Plan

Introducing GolDaSorte's strategic marketing plan for expansion across Brazil: Leveraging localized campaigns, enhanced product offerings, and regional partnerships to penetrate new markets and drive sustainable growth in the dynamic iGaming landscape.

4.1 Market Analysis:

4.1.1 Target Market: Initially focused on the northeast region of Brazil, GolDaSorte aims to expand its reach to other regions as well.

4.1.2 Demographics: Identify key demographics such as age, gender, income level, and interests prevalent in both the northeast region and other target regions.

4.1.3 Competitor Analysis: Analyze competitors' strategies, offerings, and market presence in both the northeast and other regions to identify gaps and opportunities.

4.2 Product and Service Enhancement:

4.2.1 Localization: Adapt the platform to cater to the cultural preferences and linguistic nuances of different regions in Brazil.

4.2.2 Expansion of Offerings: Introduce new and localized games, promotions, and features to appeal to a broader audience.

4.2.3 Mobile Optimization: Ensure seamless functionality and user experience across various mobile devices, as mobile usage is widespread in Brazil.



4.3 Marketing Strategies:

4.3.1 Regionalized Campaigns: Develop targeted marketing campaigns for each region, highlighting localized content, promotions, and events.

4.3.2 Influencer Partnerships: Collaborate with local influencers and celebrities from different regions to promote GolDaSorte through social media platforms and other channels.

4.3.3 Social Media Engagement: Actively engage with users on popular social media platforms such as Facebook, Instagram, and Twitter, leveraging user-generated content and fostering a sense of community.

4.3.4 Partnerships and Sponsorships: Form partnerships with local businesses, sports teams, or events to increase brand visibility and credibility in new regions.

4.3.5 Referral Programs: Incentivize existing users to refer friends and family from other regions with rewards or bonuses.

5. Main Suppliers

5.1. Platform

Own Software

5.2. Providers

EGS Digital Limited - Consultants

5.3. PSPs

PAYBROKERS EFX Facilitadora de Pagamentos S.A.

OPP SERVICOS FINANCEIROS E COBRANCAS LTDA. (StarsPay)

6. Risk Evaluation

As GolDaSorte embarks on its ambitious expansion across Brazil's diverse regions, it's crucial to conduct a comprehensive risk evaluation to mitigate potential challenges and ensure a successful growth.

Regulatory Compliance: Navigate varying regional regulations to ensure legal operations and avoid potential fines or legal repercussions.

Cultural Sensitivity: Address cultural differences effectively to avoid misinterpretations or backlash in new markets.

Competition: Strategically differentiate GolDaSorte's offerings to stand out amidst fierce competition in the Brazilian iGaming sector.

Technological Risks: Invest in robust cybersecurity measures to safeguard user data and protect against potential breaches.

Economic Instability: Monitor economic fluctuations and adapt pricing strategies accordingly to mitigate financial risks associated with market volatility.



7. Legal and Governance Framework

Ensuring compliance with legal and governance frameworks is paramount as GolDaSorte expands its operations across Brazil, safeguarding against potential legal challenges and upholding ethical standards in the iGaming industry.

7.1 Legal Framework:

7.1.1 Regulatory Compliance: Navigate Brazil's complex regulatory landscape, obtaining necessary licenses and permits to operate lawfully in each region.

7.1.2 Anti-Money Laundering (AML) Measures: Implement robust AML protocols to detect and prevent illicit financial activities, adhering to stringent regulatory requirements.

7.1.3 Data Privacy Protection: Safeguard user data through strict adherence to Brazil's data protection laws, ensuring transparency and consent in data processing practices.

7.2 Governance Framework:

7.2.1 Board Oversight: Establish a diverse and competent board of directors to provide strategic guidance and oversight in alignment with GolDaSorte's corporate objectives.

7.2.2 Ethical Standards: Uphold high ethical standards across all business operations, fostering a culture of integrity, transparency, and accountability.

7.2.3 Stakeholder Engagement: Engage with stakeholders, including shareholders, employees, and the community, to ensure alignment with GolDaSorte's values and promote long-term sustainability.

8. Target KPIs

Setting clear and measurable Key Performance Indicators (KPIs) is essential for GolDaSorte to gauge the success of its expansion efforts across Brazil, enabling informed decision-making and strategic adjustments for sustained growth.

User Acquisition Cost (UAC): Monitor the cost of acquiring new users across different regions, optimizing marketing strategies to ensure efficient customer acquisition and maximize ROI.

Customer Lifetime Value (CLV): Evaluate the long-term value of customers to GolDaSorte, focusing on enhancing user engagement, retention, and monetization strategies to increase CLV over time.

Retention Rate: Measure the percentage of users who continue to engage with GolDaSorte's platform over a specific period, indicating customer satisfaction and loyalty, and guiding efforts to enhance the user experience and reduce churn.

Revenue Growth Rate: Track the rate at which GolDaSorte's revenue is increasing over time, reflecting the company's overall business performance and indicating the



effectiveness of its expansion strategies in generating sustainable revenue streams across different regions of Brazil.

9. Policies and Procedures

The operational policies and procedures in place were provided by the business consultants according to the compliance criteria from the Master License. The maintenance of the policies and procedures is under the scope of the CEO and COO/CTO.

All policies and procedures will be constantly observed and any alteration and/or revision will be reported to GCB immediately.