

Shapefy B.V. (Oddsgate)

Business Plan

Forecast 2024 - 2028

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1. Business Overview

Shapefy is a company that operates in the gambling market, in Business to Business (B2B) segment and it was formally created on 21 October 2020. Our mission is to develop, maintain and market a Tunkey iGaming Platform that integrates all the tools, components, and services necessary to feed online gambling websites where players place their sports and casino bets. This iGaming Platform will be licensed to operators (our customers) who maintain and manage gambling websites – Business to Consumer (B2C) segment.

Shapefy B.V. (Oddsgate) is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2023-018 since 04 April 2023, using Black Ocean B.V. as its game provider.

The operational domain is:

- Oddsgate.com

The company UBO are:

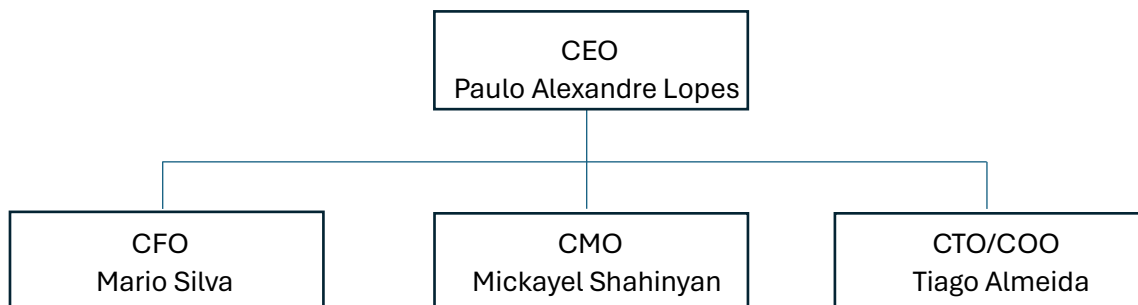
- **Paulo Alexandre de Oliveira Lopes** - With a degree in Marketing, he has worked for over 20 years in the field of events, marketing and sales.
- **Mário Miguel Pereira Silva** - With a degree in Business Management, he has worked for over 20 years in the management area, namely in operations and in the financial area and strongly involved in the gaming industry for more than 10 years.
- **Mikayel Shahinyan** - Working for more than 10 years in the gambling industry, being responsible for products and management strategies.
- **Tiago Jose da Silva Almeida** - With a degree in Marketing Management, he has been working for more than 15 years in gambling, having experience in the B2B and B2C market.

The company's main partners are:

- Black Ocean B.V.
- EGS Digital Limited - Consultants

2. Company's Management Structure

The company's organogram is presented below:



- **Paulo Alexandre Lopes** - He was an Event Producer for 15 years, organizing large-scale events such as live concerts and mass outdoor events. He was also a real estate consultant specializing in investment funds at REMAX, and also, he was

Director of Events and Merchandising at GLOBAL MEDIA GROUP, one of the largest Portuguese Media Groups.

- **Mario Silva** - He was the Head of Operations of FBMDs, a digital company of the FBM group, one of the world's largest producers of games and machines for casinos. He was eGaming director at GLOBAL MEDIA GROUP, one of the largest Portuguese Media Groups. He was also the Financial Director of the University of São José, in Macau. He was Operations Director at EAGLES FLIGHT ANGOLA, a company that worked in the area of training and digital transformation processes in Angola.
- **Mickael Shahinyan** - He was head of Product and director at BetConstruct, worked as coordinator and communication with 3rd party providers at BETLAB, and also as head of Business Analysis at Optima(tm), a Sports Betting and Gaming Software company. Mr. Mickael Co-Found ONE.FUN, a casino entertainment guidance company.
- **Tiago Almeida** - He is CEO and founding partner of EGS Digital Services, a company specializing in turnkey services for B2C operators. It brings together the licensing processes, selection of iGaming platforms, contracting with casino game providers, payment methods and operation management.

3. Business Forecast 2024 - 2029

We are committed to a highly specialized team with great knowledge of the market. The shareholders have several years of experience in the market and have proven themselves in the management and operation of online gaming and betting companies in their main components – Operations, Marketing and Financial.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	300,000,000	€	450,000,000	€	630,000,000	€	756,000,000	€	831,600,000
Payout	-€	282,000,000	-€	423,000,000	-€	592,200,000	-€	710,640,000	-€	781,704,000
Gross Gaming Revenue	€	18,000,000	€	27,000,000	€	37,800,000	€	45,360,000	€	49,896,000
Bonus Cost	-€	6,000,000	-€	9,000,000	-€	12,600,000	-€	15,120,000	-€	16,632,000
Net Gaming Revenue	€	12,000,000	€	18,000,000	€	25,200,000	€	30,240,000	€	33,264,000
Gaming Platform	-€	540,000	-€	810,000	-€	1,134,000	-€	1,360,800	-€	1,496,880
Payment Providers	-€	900,000	-€	1,350,000	-€	1,890,000	-€	2,268,000	-€	2,494,800
Gross Profit	€	10,560,000	€	15,840,000	€	22,176,000	€	26,611,200	€	29,272,320
Marketing	-€	2,500,000	-€	3,000,000	-€	3,500,000	-€	3,500,000	-€	4,000,000
Company Structure	-€	1,500,000	-€	1,750,000	-€	1,900,000	-€	1,900,000	-€	2,150,000
Human Resource	-€	2,450,000	-€	2,870,000	-€	3,150,000	-€	3,530,000	-€	3,670,000
Others	-€	1,000,000	-€	1,200,000	-€	1,500,000	-€	1,700,000	-€	2,000,000
Total Cost	-€	7,450,000	-€	8,820,000	-€	10,050,000	-€	10,630,000	-€	11,820,000
NET PROFIT	€	3,110,000	€	7,020,000	€	12,126,000	€	15,981,200	€	17,452,320

4. Strategy for Business Growth and Marketing Plan

The Final Product presents itself as an **iGaming Platform**, a “turnkey” solution that adds a vast selection of services, allowing B2C operators to develop their activity with an integrated offer of sports betting and casino games.

Sportsbook - It offers around 2000 different types of bets in over 30,000 monthly events.

Casino Games - It integrates the biggest casino game providers like Microgaming, Evolution or Netend, providing thousands of games.

Payment Gateway - It integrates the most used payment methods worldwide and allows the customization of other available means.

CRM - Real-time player management tool, allowing great engagement via Chat and automatic notifications.

BI and Report - Real-time dashboard with main KPIs and detailed reports for each sport or casino game, segmented by customer, country, etc.

KYC and Fraud Detection - Fraud alert system in terms of age, identification documents, money laundering, etc.

CMS e Bonus - Effective management of static and dynamic content and flexible bonus engine focused on recruiting and retaining players.

Affiliate System - It integrates an affiliate marketing tool facilitating the relationship with these acquisition channels.

The iGaming Platform also has associated and included in the price a set of customer services, ensuring additional security on the purchased product:

Technical Support - 24 hours a day, 7 days a week, 365 days a year, ensuring the management and monitoring of the entire technical infrastructure, planning and implementation of upgrades.

Trading - Team that is a redundancy to the client's team that guarantees the functionality and integrity of the markets (types of bets), as well as the data feed.

Maintenance and Upgrade - All upgrades to the platform and new features implemented will be available to the customer.

5. Main Suppliers

5.1. Platform

Black Ocean B.V.

5.2. Providers

EGS Digital Limited - Consultants

Intuition Software Solutions Ltd (Pragmatic)

EG Overseas Services B.V. (Evolution)

Cgate Global LTD (CasinoGate)

Spribe N.V.

Smartsoft LLC (Smartsoft Gaming)

Playtech Software Limited

Evoplay Entertainment Ltd

5.3. PSPs

Paybrokers EFX Facilitadora de Pagamentos S.A.

6. Risk Evaluation

In assessing the risk landscape of the B2B iGaming industry targeting Brazil, we recognize regulatory uncertainties as a primary concern, given the evolving legal framework. Additionally, market saturation and competition pose challenges to market penetration and growth. Currency fluctuations and economic instability in Brazil also contribute to financial risks. Moreover, technological disruptions and cybersecurity threats demand robust mitigation strategies. Through diligent analysis and proactive measures, we aim to navigate these risks effectively, ensuring sustainable growth and resilience in our business endeavors.

7. Legal and Governance Framework

Our governance structure prioritizes accountability and integrity, with clear delineation of roles and responsibilities within the organization. Regular audits and compliance checks are integral to maintaining our commitment to legal and ethical standards. Additionally, robust data protection measures are implemented to safeguard customer information and ensure compliance with privacy regulations. Through proactive engagement with legal experts and continuous monitoring of regulatory developments, we aim to uphold the highest standards of legal and governance practices in our operations.

8. Target KPIs

For our company operating in the B2B iGaming industry targeting Brazil, key performance indicators (KPIs) serve as crucial metrics to measure success and drive growth. These include:

- **Customer Acquisition Rate:** Tracking the number of new B2B clients acquired within a specified period, indicating the effectiveness of our sales and marketing strategies in expanding our client base.

- **Revenue Growth:** Monitoring the percentage increase in revenue over time, reflecting the scalability and profitability of our B2B iGaming solutions in the Brazilian market.
- **Client Retention Rate:** Assessing the percentage of B2B clients retained over a defined period, indicating customer satisfaction and the strength of our ongoing partnerships.
- **Regulatory Compliance Score:** Evaluating our adherence to local gaming laws and regulations in Brazil, ensuring legal compliance and mitigating regulatory risks.
- **Product Performance Metrics:** Analysing key product usage metrics such as user engagement, platform uptime, and transaction volume to gauge the effectiveness and reliability of our B2B iGaming solutions.
- **Return on Investment (ROI):** Calculating the financial returns generated from our investments in marketing, technology, and infrastructure, ensuring efficient allocation of resources and maximizing profitability.
- **Market Share:** Monitoring our share of the B2B iGaming market in Brazil compared to competitors, indicating our competitive positioning and growth trajectory.

By tracking these KPIs closely and aligning our strategies accordingly, we aim to drive sustainable growth and maintain a competitive edge in the dynamic landscape of the Brazilian iGaming industry.

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.