

Match Time Solutions B.V.

Business Plan

Forecast 2024 - 2026

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1. Business Overview

Match Time Solutions since the beginning of its operation, navigated the dynamic landscape of the iGaming industry, with strategic positioning are constant building a solid foundation for continue growth. With a keen focus on the Brazilian market, the company is poised to capitalize on the expanding opportunities within the region's burgeoning online betting sector.

Match Time Solutions B.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2021-003 since January 21, 2021, using VS Technology Limited.

The operational domain is:

- galera.bet

The company UBO is:

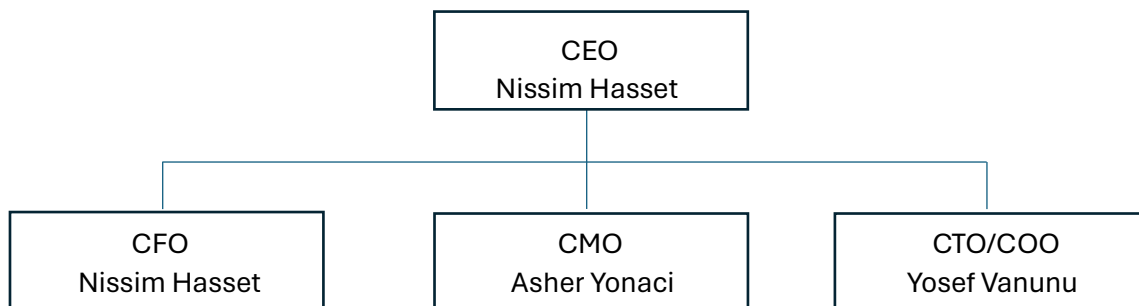
- **Nissim Joshua Hassett** – Share holder, CFO, and CEO of Match Time Solutions Group. In this multitasking capacity, assumes the crucial role of orchestrating the formulation, execution, and determination of the company's strategic and financial objectives.

The company's main partners are:

- VS Technology Limited
- EGS Digital Limited – Consultants
- Ocean 88 Holdings Ltd
- Spribe N.V.
- Intuition Software Solutions Ltd. (Pragmatic)
- Interactive Global Entertainment B.V.
- IT Technology Solutions Limited

2. Company's Management Structure

The company's organogram is presented below:



- **Nissim Hassett** – Professional with a Lawyer degree, specializing in managing companies. Comfortable and competent in a routine office environment, remains cool in times of emergency, naturally taking control of crisis situations. Faces challenges with creative and resourceful solutions.

- **Asher Yonaci** – Innovative executive and product strategy professional, with 20 years of experience as a business development, with a deep knowledge right from the game producing cycles (B2B) all the way to marketing and acquisition planning (as B2C operator most of the years), acquiring strong skills in the world of E-Gaming.
- **Yosef Vanunu** – Accomplished and versatile Operations leader, with more than 20 years of experience, including executive level, involved in large-scale global organizations. Proven track record of leading major, complex projects to successful completion.

3. Business Forecast 2024 - 2026

By prioritizing the marketing investments, Match Time Solutions is well-positioned to navigate regulatory shifts and capitalize on emerging trends, driving sustained growth and profitability.

P&L	YEAR 1		YEAR 2		YEAR 3	
Turnover	€	134,400,000	€	201,600,000	€	282,240,000
Payout	-€	126,336,000	-€	189,504,000	-€	265,305,600
Gross Gaming Revenue	€	8,064,000	€	12,096,000	€	16,934,400
Bonus Cost	-€	2,688,000	-€	4,032,000	-€	5,644,800
Net Gaming Revenue	€	5,376,000	€	8,064,000	€	11,289,600
Gaming Platform	-€	241,920	-€	362,880	-€	508,032
Payment Providers	-€	403,200	-€	604,800	-€	846,720
Gross Profit	€	4,730,880	€	7,096,320	€	9,934,848
Marketing	-€	1,120,000	-€	1,450,000	-€	1,650,000
Company Structure	-€	924,000	-€	1,156,000	-€	1,498,000
Human Resource	-€	1,165,000	-€	1,375,000	-€	1,594,000
Others	-€	240,000	-€	480,000	-€	780,000
Total Cost	-€	3,449,000	-€	4,461,000	-€	5,522,000
NET PROFIT	€	1,281,880	€	2,635,320	€	4,412,848

4. Strategy for Business Growth and Marketing Plan

Match Time Solutions' business growth and marketing plan outlines strategic initiatives to expand its presence in the iGaming industry, focusing on market expansion, product diversification, strategic partnerships, and targeted marketing efforts.

4.1 Business Growth Strategy

Market Expansion: Capitalize on the growing demand for online betting services in Brazil by expanding operations to other key regions in South America, leveraging insights gained from successful market penetration strategies in Brazil.

Product Diversification: Enhance the galera.bet platform by introducing innovative features such as live streaming, virtual sports, and esports betting, catering to diverse preferences and maximizing user engagement.

Strategic Partnerships: Forge strategic alliances with local sports leagues, teams, and influencers to enhance brand visibility and credibility, while also tapping into their fan bases to drive user acquisition and retention.

Investment in Technology: Continuously invest in cutting-edge technology and data analytics to improve user experience, optimize operational efficiency, and stay ahead of competitors in an increasingly competitive market landscape.

4.2 Marketing Plan

Targeted Digital Advertising: Deploy targeted digital advertising campaigns across social media platforms, search engines, and gaming-related websites, utilizing demographic and behavioral targeting to reach potential customers in Brazil and beyond.

Content Marketing: Develop a comprehensive content marketing strategy, including blog posts, videos, and infographics, focusing on topics relevant to Brazilian sports fans and online bettors, positioning galera.bet as a trusted source of information and entertainment.

Influencer Marketing: Collaborate with influential Brazilian sports personalities, gamers, and social media influencers to endorse galera.bet, share their betting experiences, and engage with their followers, driving brand awareness and user acquisition.

Community Engagement: Foster a vibrant online community around galera.bet through social media engagement, forums, and user-generated content contests, encouraging active participation, fostering brand loyalty, and generating valuable word-of-mouth referrals.

5. Main Suppliers

5.1. Platform

VS Technology Limited

5.2. Providers

EGS Digital Limited – Consultants

Spribe N.V.

Intuition Software Solutions Ltd. (Pragmatic)

Interactive Global Entertainment B.V.

IT Technology Solutions Limited

5.3. PSPs

Edge Clear LLC (X-Edge Pro)

6. Risk Evaluation

Match Time Solutions faces various risks that could impact its operations and growth trajectory. From regulatory uncertainties to cybersecurity threats and market competition, navigating these challenges is crucial for maintaining its position in the industry.

6.1 Regulatory Uncertainty

- Fluctuating regulations in the iGaming industry, especially in Brazil, pose a significant risk to Match Time Solutions' operations and expansion plans.
- Changes in licensing requirements or tax policies could increase operational costs and hinder market penetration efforts, necessitating ongoing monitoring and adaptability.

6.2 Cybersecurity Threats

- As an online platform dealing with sensitive user data and financial transactions, Match Time Solutions is vulnerable to cybersecurity threats such as data breaches and ransomware attacks.
- A breach could damage the company's reputation, lead to legal liabilities, and result in financial losses, highlighting the need for robust cybersecurity measures and regular audits.

6.3 Market Competition

- Intense competition within the iGaming industry, both domestically and internationally, presents a risk to Match Time Solutions' market share and profitability.
- Rival companies with larger budgets or superior technology may offer more attractive services, necessitating continuous innovation and differentiation to retain customers and stay competitive.

6.4 Currency Exchange Risks

- Operating in multiple jurisdictions, including Brazil, exposes Match Time Solutions to currency exchange rate fluctuations, which can impact revenue and profitability.
- Depreciation of the Brazilian real against major currencies, such as the US dollar, could reduce the company's purchasing power and increase the cost of international transactions, requiring hedging strategies to mitigate risks.

7. Legal and Governance Framework

Match Time Solutions operates within a comprehensive legal and governance framework to ensure compliance and uphold ethical standards in its iGaming operations.

7.1 Regulatory Compliance

- Adheres to the regulatory requirements of the jurisdictions where it operates, including obtaining necessary licenses and permits to conduct online betting activities.

- Regularly monitors changes in gambling laws and regulations to ensure ongoing compliance and mitigate legal risks.
- Implements robust anti-money laundering (AML) and know your customer (KYC) measures to prevent illicit activities and safeguard the integrity of its operations.

7.2 Corporate Governance

- Maintains a structured corporate governance framework, including a board of directors and committees responsible for overseeing strategic decisions and risk management practices.
- Upholds transparency and accountability in financial reporting and business operations, adhering to internationally recognized governance standards.
- Promotes ethical conduct and integrity throughout the organization, with clear policies and procedures in place to prevent conflicts of interest and unethical behavior.

7.3 Responsible Gambling Practices

- Implements responsible gambling measures to protect vulnerable individuals and promote safe and enjoyable betting experiences.
- Provides resources and support for responsible gambling, including self-exclusion options, responsible gaming tools, and access to support services for problem gambling.
- Collaborates with industry stakeholders, regulators, and advocacy groups to promote responsible gambling initiatives and contribute to a sustainable and socially responsible iGaming environment.

8. Target KPIs

Match Time Solutions sets key performance indicators (KPIs) to measure the effectiveness of its strategies and monitor its progress towards business objectives in the competitive iGaming industry.

8.1 User Acquisition

- Track the number of new users registering on the galera.bet platform monthly, reflecting the effectiveness of marketing campaigns and market penetration efforts.
- Monitor the cost per acquisition (CPA) to assess the efficiency of marketing spending and optimize acquisition channels for maximum ROI.
- Analyze user demographics and behavior to refine targeting strategies and attract high-value customers with long-term retention potential.

8.1 Customer Retention

- Measure the rate of user retention over time, reflecting the platform's ability to deliver engaging and satisfying betting experiences.

- Monitor key engagement metrics such as average session duration, frequency of visits, and interaction with platform features to identify opportunities for enhancing user loyalty.
- Implement retention initiatives such as personalized promotions, loyalty programs, and gamification elements to incentivize repeat visits and increase customer lifetime value.

8.3 Revenue Growth

- Track monthly revenue generated from betting activities on the galera.bet platform, including gross gaming revenue (GGR) and net revenue after deductions such as bonuses and taxes.
- Analyse revenue trends across different betting markets, sports events, and gaming categories to identify growth opportunities and optimize revenue streams.
- Set revenue targets and monitor progress towards achieving them, adjusting pricing strategies and product offerings as needed to drive sustainable growth.

8.4 Compliance and Risk Management

- Track adherence to regulatory requirements and industry standards, including timely renewal of licenses, submission of regulatory reports, and implementation of mandatory compliance measures.
- Monitor indicators of legal and regulatory risks, such as compliance audit findings, regulatory inquiries, and changes in gambling laws and regulations.
- Implement risk mitigation strategies and corrective actions to address compliance gaps and minimize legal and reputational risks to the company.

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.