

GCC Solutions N.V.

Business Plan

Forecast 2024 - 2028

Summary

1. Business Overview 3

2. Company’s Management Structure..... 3

3. Business Forecast 2024 - 2027 4

4. Strategy for Business Growth and Marketing Plan 4

5. Main Suppliers 5

 5.1. Platform 5

 5.2. Providers..... 5

 5.3. PSPs 5

6. Risk Evaluation 6

7. Legal and Governance Framework 7

8. Target KPIs 8

9. Policies and Procedures 9

1. Business Overview

GCC Solutions since the beginning of its operation, it has adopted a different vision, opting to have multiple fronts and diversifying income flow opportunities, and with a diversified product and the company is able to increase the volume of players between platforms. GCC believes that decentralization is fundamental for the company's natural growth, and by focusing on multiple fronts, and with individualized marketing for each of the domains, the company has been growing in an organic and sustainable way.

GCC Solutions N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2021-175 since 11/11/2021, using KSM ASSETS LIMITED.

The operational domains are:

- bingoemcasa.com
- mansaobet.com
- startbet.io
- facebet.com
- 1pra1.bet

The company UBO is:

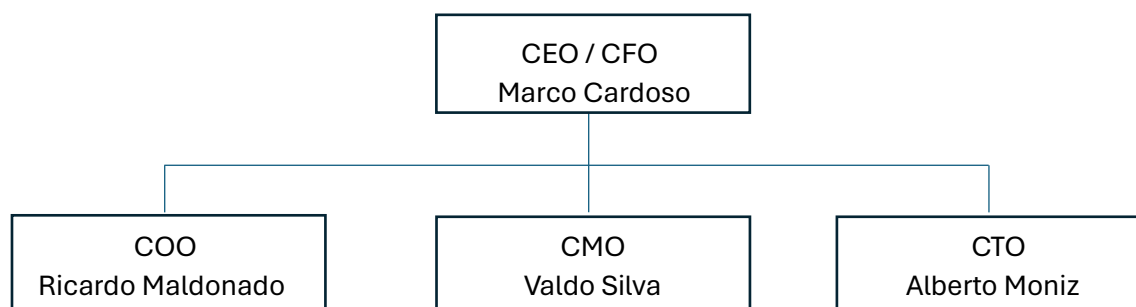
- **Tiago Jose da Silva Almeida** – Professional with more than 7 years of experience as chief executive officer in multiples operations. Mr Tiago shows himself as an extremally capable entrepreneur, always improving the businesses that he co-founded and managed.

The company's main partners are:

- EGS Digital Services
- KSM ASSETS LIMITED
- Dama N.V.
- Shapefy B.V.

2. Company's Management Structure

The company's organogram is presented below:



- **Marco Cardoso** – Mr. Marco is a marketer with a long trajectory in business management, being responsible for the marketing department for companies from different sectors, including the iGaming industry, with deep knowledge of the Brazilian market.

- **Ricardo Maldonado** – Mr. Ricardo has several years of experience in coordination, and project management in several industries. In the past 9 years he has worked with several projects internationally and in Brazil working in solutions for Companies from the iGaming industry.
- **Valdo Silva** – Mr. Valdo is a highly qualified Marketing Manager with nearly 10 years of experience managing marketing teams and defining the marketing strategy, communication plan and customer acquisition and retention strategies.
- **Alberto Moniz** – Mr. Alberto is a highly skilled IT Professional with and MBA from UNIP and specialization in People Management. He has more than 8 years of experience in IT mostly as a Project Manager working out solutions for casino vendor providers.

3. Business Forecast 2024 - 2028

GCC Solutions It continually works to achieve its objectives, investing in marketing and always looking for new partnerships that give greater visibility to the brand it owns.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	150,000,000	€	225,000,000	€	315,000,000	€	378,000,000	€	415,800,000
Payout	-€	141,000,000	-€	211,500,000	-€	296,100,000	-€	355,320,000	-€	390,852,000
Gross Gaming Revenue	€	9,000,000	€	13,500,000	€	18,900,000	€	22,680,000	€	24,948,000
Bonus Cost	-€	3,000,000	-€	4,500,000	-€	6,300,000	-€	7,560,000	-€	8,316,000
Net Gaming Revenue	€	6,000,000	€	9,000,000	€	12,600,000	€	15,120,000	€	16,632,000
Gaming Plataform	-€	270,000	-€	405,000	-€	567,000	-€	680,400	-€	748,440
Payment Providers	-€	450,000	-€	675,000	-€	945,000	-€	1,134,000	-€	1,247,400
Gross Profit	€	5,280,000	€	7,920,000	€	11,088,000	€	13,305,600	€	14,636,160
Marketing	-€	1,250,000	-€	1,500,000	-€	1,725,000	-€	1,970,000	-€	2,050,000
Company Structure	-€	620,000	-€	950,000	-€	1,200,000	-€	1,350,000	-€	1,560,000
Human Resource	-€	970,000	-€	980,000	-€	1,350,000	-€	1,410,000	-€	1,650,000
Others	-€	320,000	-€	450,000	-€	660,000	-€	780,000	-€	830,000
Total Cost	-€	3,160,000	-€	3,880,000	-€	4,935,000	-€	5,510,000	-€	6,090,000
NET PROFIT	€	2,120,000	€	4,040,000	€	6,153,000	€	7,795,600	€	8,546,160

4. Strategy for Business Growth and Marketing Plan

Developing a comprehensive strategy for business growth and marketing for GCC Solutions, requires a careful understanding of the market, customer behaviors, and competitive landscape. Below is a structured approach to formulating such a strategy.

Market Analysis - Brazilian iGaming Market: Understand the current state of the iGaming industry in Brazil, including regulatory frameworks, market size, growth trends, and key players. Customer Segmentation: Identify target customer segments based on demographics, psychographics, and behavioral patterns. This could include avid sports fans, casino enthusiasts, mobile gamers, etc.

SWOT Analysis - Assess the strengths, weaknesses, opportunities, and threats (SWOT) of GCC Solutions in the Brazilian market. Consider factors such as brand reputation, technological capabilities, regulatory risks, competition, etc.

Business Objectives - Define clear and measurable business objectives, such as increasing market share, revenue growth targets, customer acquisition goals, etc.

Marketing Strategy:

1. Brand Positioning: Develop a compelling brand identity and positioning strategy that resonates with the target audience in Brazil. Highlight unique selling propositions (USPs) such as user-friendly interface, diverse game offerings, security features, etc.
2. Digital Presence: Invest in a robust online presence across multiple channels including website, social media platforms, mobile apps, etc. Optimize for search engines (SEO) to improve visibility and organic traffic.
3. Localized Marketing: Tailor marketing campaigns and content to suit the local Brazilian audience preferences, language, cultural nuances, and sporting events.
4. Partnerships and Sponsorships: Collaborate with local sports teams, influencers, and media outlets to increase brand exposure and credibility.
5. Customer Relationship Management (CRM): Implement a CRM system to track customer interactions, preferences, and feedback. Use this data to personalize marketing communications and improve customer retention.
6. Performance Marketing: Deploy paid advertising campaigns across various platforms such as Google Ads, social media ads, affiliate marketing, etc., targeting specific demographics and interests.

Product Development - Continuously enhance the iGaming platform with new features, games, and betting options to stay competitive and meet evolving customer demands. Prioritize mobile optimization and user experience improvements to cater to the growing number of mobile users in Brazil.

By implementing a well-defined strategy encompassing market analysis, targeted marketing efforts, product innovation, and regulatory compliance, GCC Solutions can effectively drive business growth and establish a strong presence in the Brazilian iGaming market. Regular monitoring and adaptation to market dynamics are crucial for sustained success in this rapidly evolving industry.

5. Main Suppliers

5.1. Platform

KSM ASSETS LIMITED

5.2. Providers

Dama N.V.

Shapefy B.V.

5.3. PSPs

PAYBROKERS EFX Facilitadora de Pagamentos S.A.

OPP Servicos Financeiros e Cobrancas Ltda. (Starspay)

6. Risk Evaluation

Certainly, here's a risk evaluation for GCC Solutions, focusing on potential risks that could impact its operations and growth in the Brazilian iGaming market:

6.1 Regulatory Risk:

Changes in the regulatory environment in Brazil concerning online gambling could impact GCC Solutions' ability to operate or require significant compliance adjustments. Failure to adhere to regulatory requirements could result in fines, legal action, or even suspension of operations.

6.2 Market Competition:

Intense competition from existing and emerging iGaming operators in Brazil could lead to price wars, reduced profit margins, and challenges in acquiring and retaining customers.

Competitors with larger budgets or more established brand recognition may pose a threat to GCC Solutions' market share.

6.3 Cybersecurity Threats:

The iGaming industry is susceptible to cyberattacks, including data breaches, DDoS attacks, and fraud attempts.

A security breach could compromise sensitive customer data, damage the company's reputation, and result in financial losses.

6.4 Technological Risks:

Dependence on technology for operations exposes GCC Solutions to risks such as system failures, software bugs, or disruptions in service.

Inadequate investment in technology upgrades and infrastructure could hinder scalability and competitiveness.

6.5 Payment Processing Risks:

Challenges related to payment processing, including fraudulent transactions, payment delays, or disputes with payment providers, could impact revenue streams and customer trust.

Fluctuations in currency exchange rates may also pose financial risks, especially if a significant portion of revenue comes from international transactions.

6.6 Customer Acquisition and Retention:

Difficulty in attracting and retaining customers due to fierce competition, changing consumer preferences, or ineffective marketing strategies could impede revenue growth.

Failure to deliver a satisfactory gaming experience, including issues related to game fairness, customer support, or platform performance, may result in churn and negative word-of-mouth.

6.7 Operational Risks:

Operational inefficiencies, including inadequate staffing, poor customer service, or supply chain disruptions, could impact service delivery and customer satisfaction. Lack of robust contingency plans for unforeseen events such as natural disasters or pandemics may disrupt business continuity.

6.7 Financial Risks:

Economic downturns, fluctuations in exchange rates, or changes in taxation policies could affect revenue streams and profitability. Overreliance on debt financing without sufficient cash reserves or revenue diversification may increase financial vulnerability.

6.9 Geopolitical Risks:

Political instability, regulatory changes, or trade disputes in Brazil or other relevant jurisdictions could impact business operations, investor confidence, and market dynamics

To mitigate these risks, GCC Solutions should develop and implement a comprehensive risk management framework that includes proactive risk identification, assessment, mitigation strategies, and regular monitoring and review processes. Additionally, maintaining a flexible business model, diversifying revenue streams, and fostering a culture of compliance and continuous improvement can enhance resilience and mitigate the impact of potential risks.

7. Legal and Governance Framework

In the dynamic and highly regulated world of iGaming, establishing a robust legal and governance framework is paramount for the success and sustainability of companies like GCC Solutions. This framework serves as the cornerstone for ensuring compliance with applicable laws and regulations, managing risks effectively, and upholding ethical standards in all aspects of the business operations. Here's an introduction to the legal and governance framework tailored for GCC Solutions' iGaming operations in Brazil:

Regulatory Compliance:

In Brazil's iGaming landscape, compliance with regulatory requirements is not just a legal obligation but also a strategic imperative. The legal framework governing online gambling is subject to constant evolution, necessitating vigilance and adaptability from industry players like GCC Solutions. From obtaining the necessary licenses to adhering to stringent anti-money laundering (AML) and data protection regulations, regulatory compliance forms the cornerstone of the company's legal framework.

Corporate Governance:

Effective corporate governance is essential for maintaining transparency, accountability, and ethical conduct within GCC Solutions. This encompasses defining the roles and responsibilities of the board of directors, establishing decision-making processes, and implementing mechanisms for shareholder oversight. By adhering to best practices in corporate governance, the company can foster investor confidence, mitigate conflicts of interest, and enhance its reputation in the marketplace.

Ethical Conduct and Integrity:

Upholding the highest standards of ethical conduct and integrity is non-negotiable for GCC Solutions. This encompasses promoting fair gaming practices, preventing fraud and corruption, and fostering a culture of transparency and accountability throughout the organization. By adhering to a code of conduct that prioritizes honesty, integrity, and respect, the company can earn the trust of its stakeholders and differentiate itself in the competitive iGaming market.

8. Target KPIs

These KPIs provide a comprehensive overview of GCC Solutions' performance across various aspects of its business, allowing the company to measure progress, identify areas for improvement:

Revenue Related KPIs:

- Monthly and yearly revenue growth rate
- Average revenue per user (ARPU)
- Gross gaming revenue (GGR)
- Return on investment (ROI) for marketing campaigns

Customer Acquisition and Retention:

- Number of new customer acquisitions
- Customer churn rate
- Customer lifetime value (CLV)
- Percentage of returning customers

Operational Efficiency:

- Website/app uptime and downtime
- Average response time for customer inquiries
- Number of technical issues or bugs reported
- Time to market for new games or features

Regulatory Compliance:

- Number of regulatory violations or fines
- Percentage of compliance with licensing requirements
- Completion of required regulatory audits

Risk Management:

- Number of cybersecurity incidents
- Severity of operational disruptions
- Effectiveness of risk mitigation strategies

Marketing Effectiveness:

- Cost per acquisition (CPA)
- Conversion rate from website/app visitors to registered users
- Click-through rate (CTR) for online ads
- Social media engagement metrics (likes, shares, comments)

Customer Engagement and Satisfaction:

- Number of active users per month
- Net Promoter Score (NPS) or customer satisfaction score (CSAT)
- Average session duration on the platform
- Number of social media followers and engagement rate

Compliance with Responsible Gaming Standards:

- Percentage of users utilizing responsible gaming tools (self-exclusion, deposit limits)
- Compliance with responsible gaming regulations and guidelines
- Rate of participation in educational initiatives on responsible gaming

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.