

HSF Gaming N.V.

Business Plan

Forecast 2024 - 2028



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1. Business Overview

HSF Gaming N.V. is a dynamic iGaming company with a primary focus on the burgeoning Brazilian market. Specializing in sportsbook offerings, the company leverages innovative technology and strategic marketing to provide a comprehensive betting experience. Committed to regulatory compliance and customer satisfaction, the company aims to establish itself as a leading player in Brazil's rapidly evolving iGaming landscape.

HSF Gaming N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2022-056 since July 20, 2022, using Global Software Solutions N.V. (Sportingtech).

The operational domains are:

- esportesdasorte.com
- esportesdasorte.vip
- onabet.com
- br55.bet

The company UBO is:

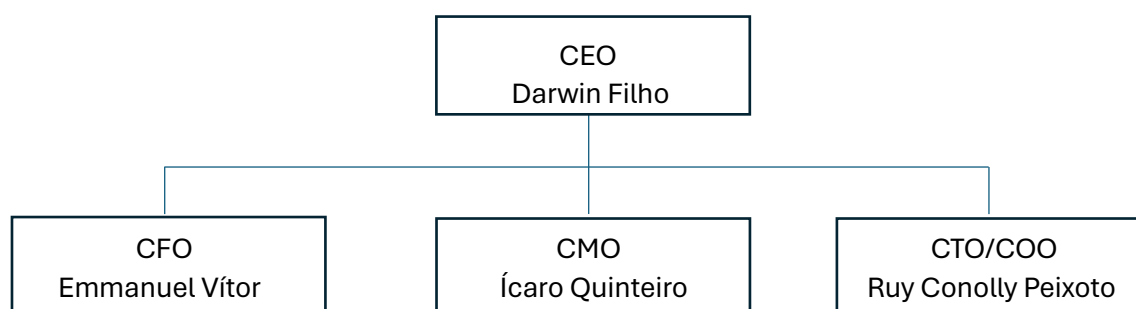
- **Darwin Henrique da Silva Filho** – Serving as CEO and the driving force behind the company, leads an innovative iGaming venture poised for success. With a strategic focus on emerging markets, particularly Brazil, Mr. Darwin harnesses cutting-edge technology to deliver an exceptional sportsbook experience.

The company's main partners are:

- Global Software Solutions N.V. (Sportingtech)
- EGS Digital Limited - Consultants
- Intuition Software Solutions Ltd (Pragmatic)
- SMARTSOFT LLC

2. Company's Management Structure

The company's organogram is presented below:



- **Darwin Henrique Da Silva Filho** – Darwin is passionate about gambling. He has a solid background in Economic Sciences, which combined with his leadership spirit and 4 years of experience in this industry, make him a CEO of excellence that will lead this project to rapid growth.

- **Emmanuel Vítor Pereira** - Mr. Pereira is an experienced iGaming professional with a Mechanical Engineering background. He has 8 years of experience and has gone through three projects with remarkable success.
- **Ícaro Quinteiro** - The 10 years of experience in this industry, make this professional an asset in the marketing strategy of Esportes da Sorte . Strong acquired knowledge in new products development and marketing campaigns.
- **Ruy Conolly Peixoto** - This professional has a solid background in electronic engineering and is an IT specialist. He has more than 7 years of experience in this industry and is ready to coordinate the entire IT department with the efficiency he is recognized for.

3. Business Forecast 2024 - 2029

Esportes da Sorte entered the market aggressively, and already become a reference in the betting scene in its first year.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	222,000,000	€	333,000,000	€	466,200,000	€	559,440,000	€	615,384,000
Payout	-€	208,680,000	-€	313,020,000	-€	438,228,000	-€	525,873,600	-€	578,460,960
Gross Gaming Revenue	€	13,320,000	€	19,980,000	€	27,972,000	€	33,566,400	€	36,923,040
Bonus Cost	-€	4,440,000	-€	6,660,000	-€	9,324,000	-€	11,188,800	-€	12,307,680
Net Gaming Revenue	€	8,880,000	€	13,320,000	€	18,648,000	€	22,377,600	€	24,615,360
Gaming Platform	-€	399,600	-€	599,400	-€	839,160	-€	1,006,992	-€	1,107,691
Payment Providers	-€	666,000	-€	999,000	-€	1,398,600	-€	1,678,320	-€	1,846,152
Gross Profit	€	7,814,400	€	11,721,600	€	16,410,240	€	19,692,288	€	21,661,517
Marketing	-€	1,850,000	-€	2,550,000	-€	2,955,000	-€	3,245,000	-€	3,850,000
Company Structure	-€	720,000	-€	954,000	-€	1,265,000	-€	1,740,000	-€	2,250,000
Human Resource	-€	792,000	-€	924,000	-€	936,000	-€	1,260,000	-€	1,620,000
Others	-€	540,000	-€	840,000	-€	950,000	-€	1,180,000	-€	1,651,000
Total Cost	-€	3,902,000	-€	5,268,000	-€	4,206,000	-€	7,425,000	-€	9,371,000
NET PROFIT	€	3,912,400	€	6,453,600	€	12,204,240	€	12,267,288	€	12,290,517

4. Strategy for Business Growth and Marketing Plan

Esportes da Sorte's strategic plan is to always improve an appealing product for Brazilian bettors, combined with excellent customer support and a policy of offerings to its best customers. In this way, they will continue to offer a unique experience and build customer loyalty.

- **Affiliates** – Creating an aggressive affiliate program to attract relevant partners and build an affiliate network that will be managed by a dedicated affiliate manager Influencer.
- **Marketing** – Work with relevant influencers who will advertise to their followers by playing on the platform and running promotional campaigns.
- **YouTube Channels** – Create a strong proprietary YouTube channel to advertise the website to the target audience.
- **Social Media** – Building a consistent and engaging presence on social media with relevant and local content to make them a relevant channel for attracting new and young players

5. Main Suppliers

5.1. Platform

Global Software Solutions N.V. (Sportingtech)

5.2. Providers

EGS Digital Limited - Consultants

Intuition Software Solutions Ltd (Pragmatic)

SMARTSOFT LLC

5.3. PSPs

PAY4FUN Instituição de Pagamento S.A.

6. Risk Evaluation

HSF Gaming N.V. faces potential challenges stemming from evolving gambling regulations in Brazil, necessitating proactive compliance measures and agility in adapting to regulatory changes.

- **Regulatory Risks:** Potential changes in gambling regulations in Brazil could impact operations and market access, requiring constant monitoring and adaptation.
- **Market Volatility:** Fluctuations in the Brazilian sports betting market, including shifts in consumer preferences or economic conditions, may affect revenue streams and growth projections.
- **Competition:** Intense competition from established and emerging players in the iGaming industry poses a risk to market share and profitability, necessitating strategic differentiation and innovation.
- **Technology Risks:** Vulnerabilities in the company's technological infrastructure, such as cybersecurity threats or system failures, could disrupt operations and compromise customer trust.
- **Legal and Compliance Risks:** Non-compliance with applicable laws and regulations, including those related to data protection and responsible gambling, may result in fines, legal proceedings, and reputational damage.

7. Legal and Governance Framework

HSF Gaming N.V. operates within a robust legal and governance framework, ensuring compliance with gambling regulations in relevant jurisdictions such as Brazil. Upholding principles of corporate governance, responsible gambling, data protection, and anti-money laundering, the company prioritizes transparency, accountability, and ethical conduct in its operations.

Regulatory Compliance: HSF Gaming N.V. adheres to all relevant gambling regulations in Curaçao, Brazil, and other jurisdictions where it operates, ensuring legal compliance and maintaining necessary licenses.

Corporate Governance: The company implements robust governance structures and practices, including a board of directors and executive management team, to oversee strategic decision-making and ensure accountability to stakeholders.

Responsible Gambling: HSF Gaming N.V. upholds responsible gambling principles, implementing measures such as age verification, self-exclusion options, and promoting awareness of gambling addiction.

Data Protection: The company prioritizes data privacy and security, adhering to strict protocols to protect customer information and comply with data protection laws, such as the General Data Protection Regulation (GDPR).

Anti-Money Laundering (AML): HSF Gaming N.V. maintains stringent AML policies and procedures to prevent illicit financial activities, conducting thorough customer due diligence and reporting suspicious transactions as required by law.

8. Target KPIs

HSF Gaming N.V. sets strategic Key Performance Indicators (KPIs) to gauge its performance and progress towards business objectives. These KPIs encompass various aspects crucial for success in the iGaming industry.

- **Customer Acquisition:** Increase the number of new customers through targeted marketing campaigns and referral programs to expand the user base.
- **Customer Retention Rate:** Maintain a high percentage of returning customers by offering engaging promotions, personalized experiences, and exceptional customer service.
- **Betting Volume:** Achieve growth in the total amount of bets placed on the platform, reflecting increased user engagement and market penetration.
- **Average Revenue Per User (ARPU):** Enhance ARPU by optimizing pricing strategies, promoting higher-value bets, and cross-selling additional products or services.
- **Platform Uptime:** Ensure a high level of platform availability and reliability, aiming for minimal downtime to provide uninterrupted service to customers.
- **Regulatory Compliance Score:** Sustain a strong compliance record by adhering to all relevant gambling regulations and obtaining necessary licenses in target markets.
- **Profitability Margins:** Improve profitability margins by optimizing operational efficiency, managing costs, and maximizing revenue streams while ensuring responsible gambling practices.

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.