

NGX N.V.

Business Plan
Forecast 2024 - 2028

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1. Business Overview

NGX N.V. brings together a seasoned management team with over seven years of collective expertise in the iGaming industry. Renowned for its innovative approach and commitment to excellence, NGX N.V. leverages its extensive experience to deliver cutting-edge solutions tailored to the dynamic Brazilian market. With a steadfast focus on quality and customer satisfaction, NGX N.V. continues to shape the future of online gaming in Brazil, driving growth and innovation in this thriving industry.

NGX N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2022-053 since July 14, 2022, using its own software.

The operational domains are:

- esporte365.com
- betcapital.com

The company UBO is:

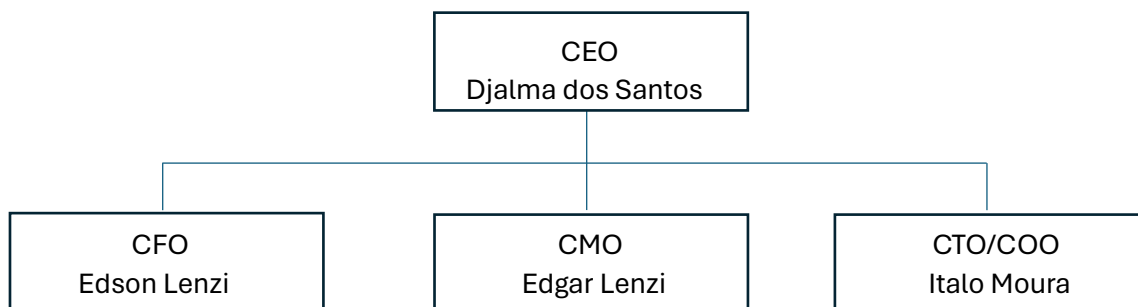
- **Djalma dos Santos Júnior** - A seasoned business development professional with over seven years of extensive experience in spearheading the growth and success of various enterprises. With a robust track record of navigating the complexities of the Brazilian market, he possesses a profound understanding of its nuances and dynamics.

The company's main partners are:

- EGS Digital Limited - Consultants
- Amazonia International Studio
- Galaxsys LLC
- Gamedaddy LLC

2. Company's Management Structure

The company's organogram is presented below:



- **Djalma dos Santos** – Mr. Djalma has more than 7 years of experience in business development, running different companies and acquire an in-depth knowledge of the Brazilian market.

- **Edson Lenzi** – Mr. Edson holds a law degree, co-founder of the renowned Lenzi Advocacia law firm. He currently works as CFO at a payment solution provider (Paybrokers), in that capacity Mr. Edson show himself to be a great businessman.
- **Edgar Lenzi** – Mr. Edgar also holds a law degree and co-founded the Lenzi Advocacia law firm. He is also founder of BetConsult, company specialized in services related to Gambling and marketing strategies campaigns.
- **Italo Moura** – Mr. Italo holds a Computer Science degree. He is co-founder of StSoft and has more than 8 years of experience as Software engineer, developing tech solutions for Gambling and Gaming companies in Brazil.

3. Business Forecast 2024 - 2028

NGX N.V. anticipates a prosperous trajectory in the iGaming sector, leveraging its seasoned management team and established NGX brand to capitalize on emerging opportunities in Brazil's dynamic market. With a strong foundation built on over seven years of industry experience, the company is poised for sustained growth and innovation, driving expansion and market leadership.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	258,000,000	€	387,000,000	€	541,800,000	€	650,160,000	€	715,176,000
Payout	-€	242,520,000	-€	363,780,000	-€	509,292,000	-€	611,150,400	-€	672,265,440
Gross Gaming Revenue	€	15,480,000	€	23,220,000	€	32,508,000	€	39,009,600	€	42,910,560
Bonus Cost	-€	5,160,000	-€	7,740,000	-€	10,836,000	-€	13,003,200	-€	14,303,520
Net Gaming Revenue	€	10,320,000	€	15,480,000	€	21,672,000	€	26,006,400	€	28,607,040
Gaming Platform	-€	464,400	-€	696,600	-€	975,240	-€	1,170,288	-€	1,287,317
Payment Providers	-€	774,000	-€	1,161,000	-€	1,625,400	-€	1,950,480	-€	2,145,528
Gross Profit	€	9,081,600	€	13,622,400	€	19,071,360	€	22,885,632	€	25,174,195
Marketing	-€	2,150,000	-€	2,180,000	-€	3,000,000	-€	3,750,000	-€	4,280,000
Company Structure	-€	750,000	-€	900,000	-€	1,100,000	-€	1,530,000	-€	2,125,000
Human Resource	-€	1,550,000	-€	1,870,000	-€	2,150,000	-€	2,530,000	-€	2,670,000
Others	-€	1,850,000	-€	2,150,000	-€	2,250,000	-€	2,770,000	-€	3,125,000
Total Cost	-€	6,300,000	-€	7,100,000	-€	8,500,000	-€	10,580,000	-€	12,200,000
NET PROFIT	€	2,781,600	€	6,522,400	€	10,571,360	€	12,305,632	€	12,974,195

4. Strategy for Business Growth and Marketing Plan

NGX N.V. employs a comprehensive strategy for business growth and marketing, leveraging its seasoned management team and established brand presence to capitalize on opportunities in Brazil's iGaming market.

- **Market segmentation:** Conduct thorough market analysis to identify niche segments within the Brazilian iGaming market, tailoring products and marketing strategies to meet diverse consumer preferences and behaviors.
- **Strategic partnerships:** Forge strategic alliances with local influencers, gaming communities, and media outlets to enhance brand visibility and credibility, expanding reach and driving customer acquisition.
- **Product diversification:** Continuously innovate and diversify product offerings to cater to evolving consumer demands and trends, staying ahead of competitors and maintaining a competitive edge in the market.

- **Data-driven marketing:** Utilize advanced analytics and customer insights to optimize marketing campaigns, targeting high-value segments and channels for maximum ROI and conversion rates.
- **Localization efforts:** Implement localized marketing initiatives, including language-specific content, cultural references, and payment options, to resonate with Brazilian audiences and build strong brand connections, fostering trust and loyalty over time.

5. Main Suppliers

5.1. Platform

Own Platform

5.2. Providers

EGS Digital Limited – Consultants

Amazonia International Studio

Gamedaddy LLC

GALAXSYS LLC

5.3. PSPs

PAYBROKERS EFX Facilitadora de Pagamentos S.A.

PAGFAST Cobrança e Serviços em Tecnologia S.A.

6. Risk Evaluation

NGX N.V. conducts rigorous risk evaluations to safeguard its operations and investments in Brazil's iGaming market, prioritizing proactive measures to mitigate potential threats and uncertainties.

- **Regulatory compliance:** Continuously monitor and adapt to evolving regulatory frameworks in Brazil, ensuring adherence to licensing requirements and mitigating the risk of legal sanctions or operational disruptions.
- **Cybersecurity vulnerabilities:** Implement robust cybersecurity protocols and invest in advanced technologies to safeguard customer data and infrastructure from potential cyber threats, minimizing the risk of data breaches and financial losses.
- **Market volatility:** Assess and mitigate risks associated with fluctuations in the iGaming market, including changes in consumer preferences, economic conditions, and competitive landscape, through diversification strategies and agile business practices.
- **Geopolitical risks:** Monitor geopolitical developments and economic conditions in Brazil, assessing potential impacts on business operations, regulatory environments, and market dynamics, while developing contingency plans to mitigate any adverse effects and maintain operational resilience.

7. Legal and Governance Framework

NGX N.V. upholds a robust legal and governance framework, ensuring compliance and ethical conduct in its operations within Brazil's iGaming industry, fostering transparency and accountability throughout its organizational structure.

- **Compliance adherence:** NGX N.V. maintains strict adherence to Brazilian iGaming regulations and licensing requirements, conducting regular audits and assessments to ensure full compliance and mitigate legal risks effectively.
- **Transparent governance practices:** The company implements transparent governance practices, including a well-defined board structure, clear reporting lines, and regular stakeholder communications, fostering trust and confidence among investors, employees, and regulatory authorities.
- **Risk management protocols:** NGX N.V. develops and implements comprehensive risk management protocols to identify, assess, and mitigate legal risks associated with contractual agreements, intellectual property rights, and regulatory compliance, safeguarding the company's interests and maintaining legal integrity.

8. Target KPIs

NGX N.V. sets clear and measurable Key Performance Indicators (KPIs) to track its progress and success in Brazil's iGaming market, aligning with its strategic objectives and ensuring accountability across the organization.

- **User acquisition:** Monitor the number of new players acquired monthly, aiming for steady growth through targeted marketing campaigns and strategic partnerships, ultimately driving revenue and market expansion.
- **Customer retention:** Measure the retention rate of active players over time, focusing on enhancing engagement and satisfaction through personalized gaming experiences and loyalty programs, aiming for high retention to maximize lifetime value.
- **Regulatory compliance:** Track adherence to iGaming regulations in Brazil, ensuring full compliance with licensing requirements and AML laws, with the goal of maintaining a clean regulatory record and minimizing legal risks.
- **Financial performance:** Monitor key financial metrics such as revenue, gross margin, and operating profit margin quarterly, aiming for consistent growth and profitability while maintaining cost efficiency and prudent financial management practices.
- **Customer satisfaction:** Measure customer satisfaction through surveys and feedback mechanisms, aiming for high levels of satisfaction to drive repeat business, positive word-of-mouth, and brand loyalty.

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.