

Brasiltech N.V.

Business Plan

Forecast 2024 - 2028

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1. Business

Overview

Brasiltech N.V. was founded in 2020 and holds its address at Willemstad, Curaçao. Under Brasiltech N.V., esportesdasorte.com aims to offer the best online gambling option for Brazilian players. The main products offered will be sportsbook, live betting, e-sports, casino and live casino. To ensure esportesdasorte.com future success, there were conducted a thorough market study, as well as viability studies. Such analysis will be repeated periodically to substantiate the strategic decisions made by the executive board.

Brasiltech N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2021-170 since 25 October 2021, using Global software Solutions N.V..

The operational domain is:

- jogosdasorte.com

The company UBO are:

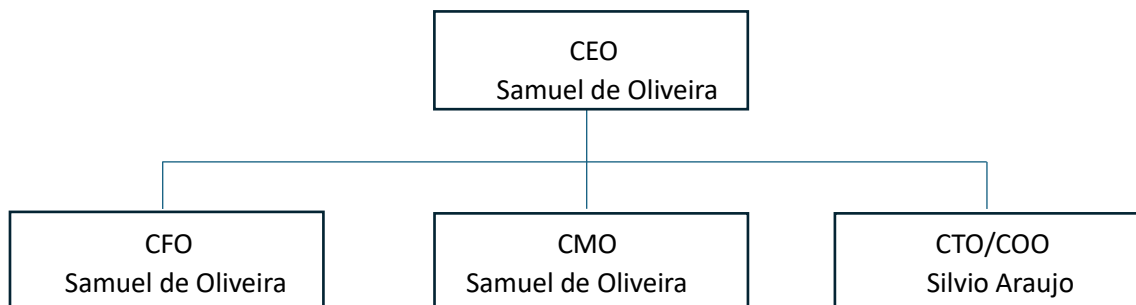
- **Eliyahu Hasset** – With more than 18 years of experience, Mr. Hasset is a businessman, already managed different companies, gathering all the experience necessary to make this company achieve its goals in performance and profitability.
- **Tiago Jose da Silva Almeida** – Professional with more than 7 years of experience as chief executive officer. Mr Tiago show himself as an extremally capable entrepreneur, always improving the businesses that he co-founded and managed.
- **Marcelo Moreira Seiroz** – Business Professional with over 10 years of experience in Sales Management, International Business Development & Operations.

The company's main partners are:

- Global Software Solutions N.V.
- EGS Digital Solutions - Consultants
- 888 Holdings
- Shapefy B.V. (Oddsgate)
- Darwin Games
- Playtech Software Limited

2. Company's Management Structure

The company's organogram is presented below:



- **Samuel de Oliveira Junior**– Owner and CEO, CFO and CMO, Mr. Samuel began his career as an executive in operations and commercial departments, later expanding his expertise into finance and accounting. With substantial experience and an entrepreneurial mindset, he serve as managing partner in several companies. Additionally, he hold board positions and are partner at Ideale Investimentos. In 2023, he assumed the role of CEO at Brasiltech N.V., focusing on defining strategy and restructuring companies to adapt to new regulated markets.
- **Silvio Araujo** – Innovative executive and product strategy professional, experienced in leading multi-task teams working with high-volume and data-intensive products, with focus on creative solutions to lawtech and gambling markets. With deep knowledge on developing and optimizing the architecture of systems and improving performance and user experience, he has years of vast contact with backend and frontend programmers, and the management and analytical skills to understand consumer behavior and product usage.

3. Business Forecast 2024 - 2028

Brasiltech N.V. annual projection for the next three years, including revenue, general costs, marketing investments and net results, is presented below. This projection takes into account the investments already made while the company has been active, but it is expected that with some new partners, the volume of investment will be even higher than that presented.

P&L	YEAR 1		YEAR 2		YEAR 3	
Turnover	€	180,000,000	€	270,000,000	€	378,000,000
Payout	-€	169,200,000	-€	253,800,000	-€	355,320,000
Gross Gaming Revenue	€	10,800,000	€	16,200,000	€	22,680,000
Bonus Cost	-€	3,600,000	-€	5,400,000	-€	7,560,000
Net Gaming Revenue	€	7,200,000	€	10,800,000	€	15,120,000
Gaming Plataform	-€	324,000	-€	486,000	-€	680,400
Payment Providers	-€	540,000	-€	810,000	-€	1,134,000
Gross Profit	€	6,336,000	€	9,504,000	€	13,305,600
Marketing	-€	1,500,000	-€	1,550,000	-€	1,650,000
Company Structure	-€	1,000,000	-€	1,250,000	-€	1,550,000
Human Resource	-€	924,000	-€	982,000	-€	1,156,000
Others	-€	764,000	-€	1,165,000	-€	1,372,000
Total Cost	-€	4,188,000	-€	4,947,000	-€	2,984,000
NET PROFIT	€	2,148,000	€	4,557,000	€	10,321,600

4. Strategy for Business Growth and Marketing Plan

The strategy planning of Esporte da Sorte will be focused on 4 well-defined priorities that will guide the company's operation and investments.

- **Player Oriented** – The player is at the center of all the company's strategic decisions.
- **Creative Communication** - The communication plan will be innovative by focusing on brand promotion through digital influencers and specialized content sites.

- **CRM Strategy** – The relationship strategy will be segmented by profile, contextualized and real time.
- **Customer Support** – The player will have the best customer service in the market through 24/7 support, multilingual and well-trained team to solve all your requests.

5. Main Suppliers

5.1. Platform

Global software Solutions N.V.

5.2. Providers

EGS Digital Limited - Consultants	Evolution
888 Holdings	GameArt-Mirage
Oddsgate	Habanero
Darwin Games	PlayN'Go
Playtech	Pragmatic
Endorphina	Spinomenal

5.3. PSPs

Paybrokers
EasyPay
Pay4Fun
StarsPay

6. Risk Evaluation

Brasiltech N.V., a prominent player in the Brazilian iGaming industry, faces a myriad of risks inherent to its operations. As the company navigates the dynamic landscape of online gaming in Brazil, it must prioritize risk evaluation to safeguard its operations, reputation, and financial stability. Key areas of focus include regulatory compliance, market volatility, and cybersecurity, each presenting unique challenges that require diligent assessment and proactive mitigation strategies.

Regulatory Compliance:

Evaluate risks associated with regulatory changes or uncertainties in the Brazilian iGaming industry, such as new laws or enforcement actions.

Assess potential penalties or fines for non-compliance with local regulations and ensure the company's operations adhere to legal requirements.

Monitor political developments and public sentiment towards iGaming to anticipate regulatory shifts and mitigate associated risks.

Market Volatility:

Analyze fluctuations in demand for iGaming services in Brazil due to economic conditions, consumer preferences, or competitive pressures.

Assess risks related to currency exchange rates, as fluctuations may impact revenue streams and profitability.

Diversify revenue sources and develop contingency plans to adapt to changing market conditions and mitigate the impact of volatility.

Cybersecurity:

Identify vulnerabilities in the company's IT infrastructure and data management systems that could expose it to cyber threats, such as hacking or data breaches.

Implement robust cybersecurity measures, including encryption protocols, firewalls, and regular security audits, to protect sensitive customer information and maintain trust in the brand.

Provide employee training programs to raise awareness about cybersecurity best practices and ensure compliance with data protection regulations, such as the Brazilian General Data Protection Law (LGPD).

7. Legal and Governance Framework

As Brasiltech N.V. operates within the dynamic landscape of the Brazilian iGaming industry, establishing a robust legal and governance framework is paramount to navigating regulatory complexities and ensuring sustainable growth. This framework encompasses compliance with evolving regulatory requirements, implementation of transparent corporate governance practices, and protection of intellectual property assets. By prioritizing legal and governance considerations, Brasiltech N.V. can mitigate risks, uphold ethical standards, and enhance stakeholder trust in its operations.

Compliance with Regulatory Requirements:

Establish a comprehensive understanding of the legal framework governing the iGaming industry in Brazil, including licensing requirements, taxation policies, and consumer protection laws.

Develop robust compliance protocols to ensure adherence to regulatory standards set forth by relevant authorities, such as the Brazilian Gaming Regulatory Authority (BRAJOG) or other government agencies.

Regularly monitor legislative developments and judicial precedents to adapt the company's operations and policies accordingly, mitigating legal risks associated with regulatory non-compliance.

Corporate Governance Practices:

Implement transparent and accountable corporate governance practices to uphold ethical standards and foster investor confidence in Brasiltech N.V.'s operations.

Establish a board of directors with diverse expertise to provide strategic guidance and oversight, promoting effective decision-making and risk management.

Conduct regular audits and internal controls to ensure compliance with corporate governance principles and mitigate risks related to fraud, conflicts of interest, or unethical behavior within the organization.

Intellectual Property Protection:

Safeguard intellectual property rights associated with Brasiltech N.V.'s proprietary technologies, software platforms, and brand assets to prevent unauthorized use or infringement by competitors.

Obtain appropriate trademarks, copyrights, and patents for key products and innovations, both domestically and internationally, to establish legal ownership and protect against intellectual property theft or exploitation.

Enforce legal remedies, such as litigation or licensing agreements, against entities infringing upon the company's intellectual property rights, thereby preserving its competitive advantage and market position in the Brazilian iGaming industry.

8. Target KPIs

For Brasiltech N.V., a leading player in the Brazilian iGaming sector, establishing and monitoring key performance indicators (KPIs) is essential for driving growth and sustaining competitive advantage. By focusing on target KPIs such as user acquisition and retention, revenue generation, and operational efficiency, the company can effectively measure its progress, optimize strategies, and capitalize on opportunities in the dynamic landscape of the Brazilian iGaming industry. These KPIs serve as vital metrics guiding Brasiltech N.V.'s pursuit of success and profitability in the rapidly evolving market.

User Acquisition and Retention:

Measure key performance indicators (KPIs) related to user acquisition, such as the number of new registered users, conversion rates from website visits to sign-ups, and the effectiveness of marketing campaigns in attracting new players.

Track user retention metrics, including churn rate, average customer lifetime value (CLV), and repeat purchase frequency, to assess the company's ability to engage and retain players over time.

Set targets for improving user engagement through personalized gaming experiences, loyalty programs, and customer support initiatives, aiming to increase player satisfaction and lifetime value.

Revenue Generation:

Monitor KPIs related to revenue generation, such as total revenue, average revenue per user (ARPU), and revenue growth rates across different product offerings (e.g., casino games, sports betting).

Establish targets for increasing revenue streams through diversification of products and services, expansion into new market segments or geographic regions, and optimization of pricing strategies to maximize profitability.

Evaluate the efficiency of monetization strategies, including advertising revenue, in-app purchases, subscription models, and affiliate marketing partnerships, to identify opportunities for revenue optimization and growth.

Operational Efficiency:

Assess KPIs related to operational efficiency, such as cost per acquisition (CPA), customer acquisition cost (CAC), and return on investment (ROI) for marketing and advertising expenditures.

Set targets for improving operational processes and resource allocation to enhance productivity, reduce overhead costs, and optimize profit margins.

Utilize data analytics and business intelligence tools to identify areas of inefficiency, streamline workflows, and automate repetitive tasks, enabling the company to scale its operations effectively while maintaining cost-effective operations.

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.