

Betfast N.V.

Business Plan
Forecast 2024 - 2028

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1. Business Overview

Established nearly two years ago, our company is committed to innovation and customer satisfaction. We've solidified our position as a trusted platform for sports betting enthusiasts nationwide. Leveraging strategic partnerships and a robust sponsorship portfolio, including agreements with prominent sports teams and events, we've cultivated a strong brand presence and garnered widespread recognition. With a focus on responsible gaming and technological advancement, we continue to drive growth and set new standards in the industry, poised for sustained success in the dynamic Brazilian market.

Betfast N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2022-067 since 9/7/2022, using Upgaming (UPG Limited).

The operational domains are:

- betfast.io
- faz1bet.com

The company UBOs are:

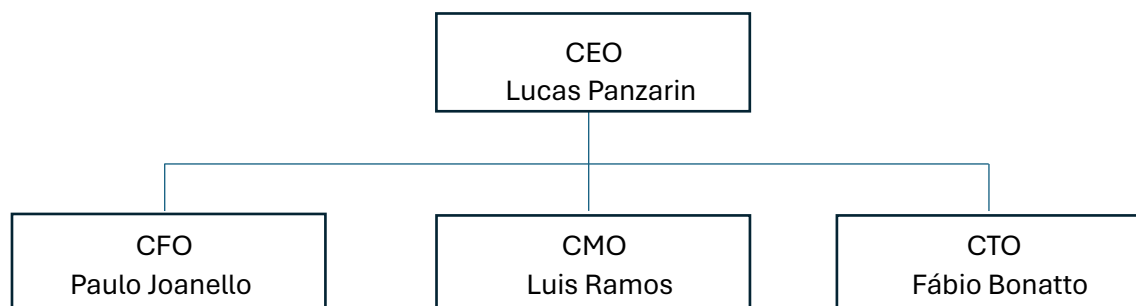
- **Lucas Roson Panzarin** – “As the CEO, I oversee strategic direction and regulatory compliance of the company’s operation.”
- **Paulo Henrique Joanello** – “Leading as CFO, I prioritize integrity, transparency, and delivering exceptional gaming experiences, always enabling the company’s growth.”
- **Edivaldo Jose Pinto Junior** – “With a focus on innovation and customer satisfaction, Betfast N.V. is a project that I believe is committed with growth and excellence.”
- **Fabio Luiz Bonatto** – “As the CTO, I spearhead initiatives for market expansion and sustainable business practices.”

The company’s main partners are:

- Upgaming (UPG Limited)
- EGS Digital Limited - Consultants
- CellExpert - Affiliates

2. Company’s Management Structure

The company’s organogram is presented below:



- **Lucas Panzarin** - The 6 years of leadership of Mr. Panzarin at one of the biggest online poker clubs, PPP Poker Brazil, make him an experienced CEO ready for the challenges that Betfast will face.
- **Paulo Joanello** - He is a Finance Professional with a background in administration. He has 7 years of experience in the igaming industry. He's passionate about Poker and gambling. Responsible for monitoring of AML alerts and responsible gaming department.
- **Luis Ramos** - This Marketing professional has 7 years of experience in the industry. He has led several gaming related projects, always with remarkable success.
- **Fábio Bonatto** - Experienced IT professional, with 4 years of experience in iGaming, he's been working in areas such as network support and data recovery.

3. Business Forecast 2024 - 2027

Betfast has a large marketing budget, which means the brand has constant growth in the Brazilian market and further increases its recognition in the market, attracting a growing number of players.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	300,000,000	€	450,000,000	€	630,000,000	€	756,000,000	€	831,600,000
Payout	-€	282,000,000	-€	423,000,000	-€	592,200,000	-€	710,640,000	-€	781,704,000
Gross Gaming Revenue	€	18,000,000	€	27,000,000	€	37,800,000	€	45,360,000	€	49,896,000
Bonus Cost	-€	6,000,000	-€	9,000,000	-€	12,600,000	-€	15,120,000	-€	16,632,000
Net Gaming Revenue	€	12,000,000	€	18,000,000	€	25,200,000	€	30,240,000	€	33,264,000
Gaming Platform	-€	540,000	-€	810,000	-€	1,134,000	-€	1,360,800	-€	1,496,880
Payment Providers	-€	900,000	-€	1,350,000	-€	1,890,000	-€	2,268,000	-€	2,494,800
Gross Profit	€	10,560,000	€	15,840,000	€	22,176,000	€	26,611,200	€	29,272,320
Marketing	-€	2,500,000	-€	3,000,000	-€	3,500,000	-€	3,500,000	-€	4,000,000
Company Structure	-€	1,500,000	-€	1,750,000	-€	1,900,000	-€	1,900,000	-€	2,150,000
Human Resource	-€	2,450,000	-€	2,870,000	-€	3,150,000	-€	3,530,000	-€	3,670,000
Others	-€	1,000,000	-€	1,200,000	-€	1,500,000	-€	1,700,000	-€	2,000,000
Total Cost	-€	7,450,000	-€	8,820,000	-€	10,050,000	-€	10,630,000	-€	11,820,000
NET PROFIT	€	3,110,000	€	7,020,000	€	12,126,000	€	15,981,200	€	17,452,320

4. Strategy for Business Growth and Marketing Plan

Betfast N.V. will focus on strategic expansion by leveraging data-driven insights to optimize our product offerings and user experience, targeting untapped demographics within the Brazilian market. Through aggressive yet targeted marketing campaigns across digital channels and strategic partnerships with local sports entities, we aim to enhance brand visibility and attract a wider audience. Additionally, we will prioritize customer engagement and retention through personalized promotions, loyalty programs, and exceptional customer support.

- **Audience Engagement and Interaction:** social media facilitates direct engagement with consumers, fostering a sense of community and loyalty around the brand. Through interactive campaigns and sponsored content, companies can cultivate meaningful relationships with their audience, driving user engagement and encouraging user-generated content, which in turn amplifies brand advocacy.
- **Competitive Advantage and Differentiation:** Investing in sponsorship and marketing campaigns on social media enables companies to differentiate themselves from competitors and establish a unique brand identity. By aligning with relevant influencers, events, and trending topics, companies can position themselves as industry leaders and innovators, gaining a competitive edge and fostering long-term brand loyalty among consumers.
- **Enhanced Brand Visibility:** Sponsorship and marketing campaigns on social media platforms offer unparalleled reach and exposure to a vast audience, boosting brand visibility among targeted demographics and increasing brand recognition within the competitive iGaming industry.

5. Main Suppliers

5.1. Platform

Upgaming (UPG Limited)

5.2. Providers

EGS Digital Limited - Consultants

CellExpert - Affiliates

5.3. PSPs

Pay4Fun

Paybrokers

PPPay

6. Risk Evaluation

To ensure the sustained success and resilience of Betfast N.V., it's crucial to conduct a comprehensive risk evaluation, identifying potential threats and vulnerabilities that could impact our operations.

Regulatory Compliance: Operating in the iGaming industry entails navigating complex and evolving regulatory frameworks, particularly in regions like Brazil. Failure to comply with local laws and regulations regarding gambling activities could result in significant fines, legal repercussions, or even the revocation of operating licenses, posing a substantial risk to the company's financial stability and reputation.

Technological Vulnerabilities: Reliance on digital platforms and online transactions exposes the company to various cybersecurity threats, including data breaches, hacking attempts, and system vulnerabilities. A breach in security could compromise sensitive customer information, disrupt business operations, and damage the company's credibility, leading to loss of trust and potential legal liabilities.

Market Volatility and Competition: The iGaming industry is highly dynamic and competitive, characterized by rapid technological advancements, shifting consumer preferences, and regulatory changes. Failure to anticipate and respond effectively to market trends, competitive pressures, and emerging competitors could result in loss of market share, decreased revenues, and diminished profitability, posing a significant risk to the company's long-term viability and growth prospects.

7. Legal and Governance Framework

In establishing a robust legal and governance framework, Betfast N.V. prioritizes adherence to regulatory standards and ethical principles, ensuring transparency, accountability, and compliance with legal obligations.

Compliance with Regulatory Requirements: Betfast N.V. will establish robust mechanisms to ensure full compliance with local and international gambling regulations, regularly monitoring and adapting to evolving legal frameworks to mitigate legal risks and maintain operational integrity.

Transparent Governance Structure: Implementing a transparent governance framework, including clear roles, responsibilities, and decision-making processes, will foster accountability and integrity within the organization, promoting ethical conduct and aligning with best corporate governance practices.

Risk Management Protocols: Developing comprehensive risk management protocols will enable Betfast N.V. to identify, assess, and mitigate legal risks effectively, integrating legal considerations into strategic planning and operational processes to minimize potential liabilities and safeguard the company's interests.

8. Target KPIs

Target KPIs provide a clear focus for efforts and enable organizations to track their performance against predefined targets, helping to drive accountability, decision-making, and ultimately, the attainment of strategic objectives.

User Acquisition Rate: Measure the rate of new user sign-ups through various marketing channels to gauge the effectiveness of our acquisition strategies and identify opportunities for growth.

Customer Retention Rate: Monitor the percentage of customers who continue to engage with our platform over time, reflecting the effectiveness of our user experience, customer support, and loyalty programs in maintaining long-term engagement and satisfaction.

Average Revenue Per User (ARPU): Track the average revenue generated per active user to assess the effectiveness of our monetization strategies, product offerings, and pricing models in maximizing revenue generation and optimizing customer lifetime value.

Return on Investment (ROI) of Marketing Campaigns: Evaluate the ROI of our marketing campaigns, including social media advertising, sponsorship agreements, and promotional activities, to ensure efficient allocation of resources and maximize the impact of our marketing efforts on user acquisition and revenue growth.

Regulatory Compliance Score: Assess our compliance with local and international gambling regulations through regular audits and assessments, ensuring that we adhere to legal requirements and mitigate legal risks effectively, thereby safeguarding our reputation and operational stability.

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 CTO.

All policies and procedures will be constantly observed and any alteration and/or revision will be reported to GCB immediately.