

CW Investments N.V.

Business Plan

Forecast 2024 - 2026

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1. Business Overview

CW Investments, operating under the brand name CWbet, is a dynamic sportsbook enterprise founded by Mr. Gustavo, a seasoned Brazilian lawyer turned visionary entrepreneur. CW Investments has swiftly emerged as a leading player in the sports betting industry. The commitment to innovation, integrity, and customer satisfaction CW Investments stands poised for continued growth and expansion, offering a thrilling and immersive betting experience to enthusiasts worldwide.

CW Investments N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2022-087 since 25 October 2022, using IT Technology Solutions Limited (BETCONSTRUCT) as its gaming platform.

The operational domain is:

- cwbet.io

The company UBO is:

- **Lucas Gustavo de Souza Ferreira:** Mr. Gustavo brings to the table a rare blend of legal acumen, strategic foresight, and an unwavering commitment to excellence.

The company's main partners are:

- IT Technology Solutions Limited (BETCONSTRUCT)
- EGS Digital Services – Consultants
- Intuition Software Solutions Ltd. (PRAGMATIC)
- Evoplay Entertainment Ltd ("Evoplay")
- Spribe N.V.
- EG Overseas Services B.V. ("Evolution")

2. Company's Management Structure

The company's organogram is presented below:



- **Lucas Gustavo de Souza Ferreira:** Professional with solid legal background and over 7 years of experience. He has innate leadership qualities and a lot of experience in team management and deal with difficulties decisions.

- **Lucas Gustavo de Souza Ferreira:** In addition to his duties as CEO, Mr. Ferreira will be responsible for AML alert monitoring and responsible gaming department.
- **Isis Adriana Nogueira:** Responsible for the entire Content Marketing, Social Networks and Campaigns strategy. Ms. Nogueira more than 8 years of experience as Manager in the gaming industry.
- **Guilherme Simões:** Having a law degree and more than 6 years of experience in IT, Mr. Simões will be responsible for evaluating and implementing infrastructure, ensuring that all technologies are used securely.

3. Business Forecast 2024 - 2027

With the main focus on the South region of Brazil, the CWBet are investing in Marketing to increase the number of users offering a local branding for the players in that region.

P&L	YEAR 1		YEAR 2		YEAR 3	
Turnover	€	238,080,000	€	357,120,000	€	499,968,000
Payout	-€	223,795,200	-€	335,692,800	-€	469,969,920
Gross Gaming Revenue	€	14,284,800	€	21,427,200	€	29,998,080
Bonus Cost	-€	4,761,600	-€	7,142,400	-€	9,999,360
Net Gaming Revenue	€	9,523,200	€	14,284,800	€	19,998,720
Gaming Plataform	-€	428,544	-€	642,816	-€	899,942
Payment Providers	-€	714,240	-€	1,071,360	-€	1,499,904
Gross Profit	€	8,380,416	€	12,570,624	€	17,598,874
Marketing	-€	1,984,000	-€	2,110,000	-€	2,520,000
Company Structure	-€	700,000	-€	1,230,000	-€	1,970,000
Human Resource	-€	1,550,000	-€	1,845,000	-€	2,051,000
Others	-€	1,125,000	-€	1,250,000	-€	1,350,000
Total Cost	-€	5,359,000	-€	6,435,000	-€	7,891,000
NET PROFIT	€	3,021,416	€	6,135,624	€	9,707,874

4. Strategy for Business Growth and Marketing Plan

CWBet's strategic marketing plan tailored to elevate brand presence and drive user growth in the vibrant South region of Brazil, leveraging localized branding, strategic partnerships, and community engagement initiatives.

- **Localized Branding Campaign:** Develop tailored marketing materials, including advertisements, social media content, and promotions, specifically designed to resonate with the cultural preferences and interests of the South region of Brazil. Emphasize local sporting events, traditions, and cultural nuances to establish a strong emotional connection with potential users.

- **Strategic Partnerships:** Forge alliances with local sports teams, athletes, and influencers to enhance brand visibility and credibility within the target market. Collaborate on co-branded initiatives, sponsorships, and events to leverage their existing fan bases and reach a broader audience.
- **Localized Customer Support:** Establish a dedicated customer support team fluent in the local language and familiar with regional customs to provide personalized assistance and address the unique needs of users in the South region. Offer convenient communication channels, such as live chat and telephone support, for timely resolution of inquiries and concerns.
- **Geo-targeted Advertising:** Implement geo-targeting strategies across digital advertising platforms to deliver targeted messages and promotions to users located specifically in the South region of Brazil. Utilize data analytics and insights to optimize ad placement, timing, and messaging for maximum impact and effectiveness.
- **Incentivized Referral Programs:** Introduce referral programs that incentivize existing users in the South region to refer friends, family, and colleagues to CWBet's platform. Offer exclusive bonuses, discounts, or rewards for successful referrals, encouraging organic growth through word-of-mouth recommendations and social sharing.

5. Main Suppliers

5.1. Platform

IT Technology Solutions Limited (BETCONSTRUCT)

5.2. Providers

EGS Digital Services – Consultants

Intuition Software Solutions Ltd. (PRAGMATIC)

Evoplay Entertainment Ltd ("Evoplay")

Spride N.V.

EG Overseas Services B.V. ("Evolution")

5.3. PSPs

AP Global Corporation LLP ("ASTROPAY")

Pagsmile Limited

6. Risk Evaluation

6.1 Regulatory Compliance Risks:

Assess and mitigate potential regulatory challenges and changes in the legal landscape governing sports betting in Brazil, including licensing requirements, taxation policies, and enforcement measures, to ensure ongoing compliance and minimize regulatory risks.

6.2 Market Volatility and Competition:

Evaluate the competitive landscape and potential market volatility, considering factors such as new entrants, technological advancements, and shifts in consumer preferences, to anticipate and respond effectively to competitive pressures and market fluctuations.

6.3 Cybersecurity and Data Privacy:

Identify and address cybersecurity threats and vulnerabilities, including data breaches, hacking attempts, and unauthorized access to sensitive user information, through robust security protocols, encryption technologies, and regular audits to safeguard user data and maintain trust and credibility.

7. Legal and Governance Framework

7.1 Compliance with Gambling Laws:

Ensure alignment with existing and evolving gambling laws and regulations in Brazil, conducting thorough legal assessments and staying abreast of legislative developments to mitigate legal risks related to licensing, advertising, and operational practices.

7.2 Corporate Governance Practices:

Implement strong corporate governance frameworks, including transparent decision-making processes, effective oversight mechanisms, and adherence to ethical standards, to uphold integrity and accountability across all levels of the organization and mitigate risks associated with conflicts of interest or misconduct.

7.3 Intellectual Property Protection:

Safeguard intellectual property rights, trademarks, and proprietary technology through comprehensive legal strategies, including patent filings, trademark registrations, and contractual agreements, to prevent infringement, unauthorized use, or misappropriation of company assets and minimize legal exposure in intellectual property disputes.

8. Target KPIs

8.1 User Acquisition Rate:

Measure the rate of new user sign-ups in the South region of Brazil, tracking key performance indicators (KPIs) such as daily, weekly, and monthly active users (DAU, WAU, MAU) to assess the effectiveness of marketing campaigns and user acquisition strategies.

8.2 Retention and Engagement Metrics:

Monitor user retention rates and engagement metrics, including user session duration, frequency of bets placed, and customer lifetime value (CLV), to evaluate the platform's ability to retain and engage users over time, ultimately driving sustained revenue growth and profitability.

8.3 Revenue and Profitability Targets:

Set revenue and profitability targets aligned with business objectives, tracking metrics such as gross gaming revenue (GGR), net revenue, and profit margins to measure the financial performance and viability of CWBet's operations in the South region of Brazil, ensuring sustainable growth and return on investment (ROI).

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.