

Real Sports N.V.

Business Plan

Forecast 2024 - 2026

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1. Business Overview

Real Sports N.V. is a burgeoning sportsbook company in Brazil, making waves within just one year of operation. Specializing in providing thrilling sports betting experiences, the company offers a diverse array of sporting events and competitive odds. Despite its recent establishment, Real Sports N.V. is rapidly gaining traction, driven by its commitment to innovation, regulatory compliance, and customer satisfaction in the dynamic Brazilian sports betting market.

Real Sports N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2023-016 since 24 March 2023, using Shapefy B.V..

The operational domains are:

- realsbet.com
- reals.bet

The company UBO is:

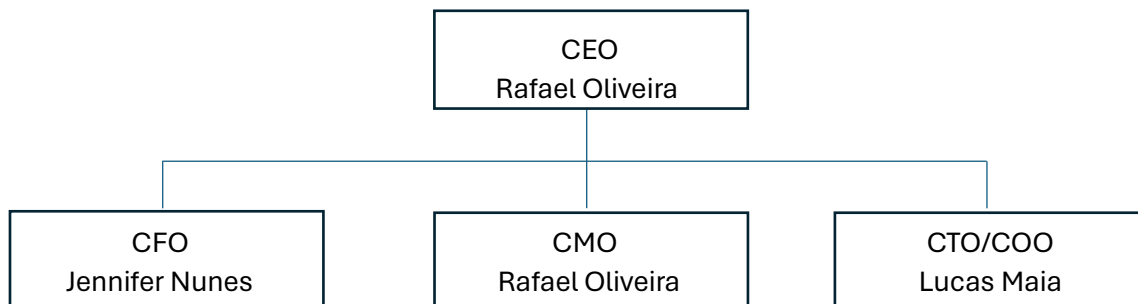
- **Rafael Borges Silva** – Entrepreneur in the gaming industry since 2016, With extensive experience in important brands in different areas, as Nike and Samsonite, giving him an understanding of the consumer market and how to better approach it.

The company's main partners are:

- Shapefy B.V.
- EGS Digital Limited - Consultants

2. Company's Management Structure

The company's organogram is presented below:



- **Rafael Borges Silva** - Mr. Oliveira has more than 6 years of experience in the Industry, he is responsible for the strategic vision of the business and will coordinate all interaction between the company's areas as well as direct it to the best way to achieve our goals.
- **Jennifer Nunes** - Responsible for monitoring of AML alerts and responsible gaming department. Professional with a background in Management, Mrs. Jennifer has

more than 12 years of experience in the accounting and financial sector, that make her able to lead in all necessary challenging this industry may present.

- **Lucas Maia** - Passionate technology developer featuring rationality and critical thinking with 12 years of experience in improving operations for organizations through systems solutions. Proven track record of transforming specific business objectives related to growth.

3. Business Forecast 2024 - 2027

Realsbet has an engaged board that are constant improving and making the brand expand in the market.

P&L	YEAR 1		YEAR 2		YEAR 3	
Turnover	€	258,000,000	€	387,000,000	€	541,800,000
Payout	-€	242,520,000	-€	363,780,000	-€	509,292,000
Gross Gaming Revenue	€	15,480,000	€	23,220,000	€	32,508,000
Bonus Cost	-€	5,160,000	-€	7,740,000	-€	10,836,000
Net Gaming Revenue	€	10,320,000	€	15,480,000	€	21,672,000
Gaming Platform	-€	464,400	-€	696,600	-€	975,240
Payment Providers	-€	774,000	-€	1,161,000	-€	1,625,400
Gross Profit	€	9,081,600	€	13,622,400	€	19,071,360
Marketing	-€	2,150,000	-€	2,180,000	-€	3,000,000
Company Structure	-€	750,000	-€	900,000	-€	1,100,000
Human Resource	-€	1,550,000	-€	1,870,000	-€	2,150,000
Others	-€	1,850,000	-€	2,150,000	-€	2,250,000
Total Cost	-€	6,300,000	-€	7,100,000	-€	8,500,000
NET PROFIT	€	2,781,600	€	6,522,400	€	10,571,360

4. Strategy for Business Growth and Marketing Plan

Real Sports invest in some key factors that make the brand different from others:

VARIETY: The company appreciates having a greater variety of game options for players on the platform and therefore maintaining engagement.

HIGH QUALITY/ATTRACTIVE: Realsbet is a brand that believes that the high quality invested in the site is an asset for the company, making the player's experience more pleasant.

EASY GUIDANCE: The company presents a better way for the player use the website, in order to facilitate the search of the modality wished for.

DEMONSTRATION: The company encourage the player through a small demonstration of the games available, promoting constant engagement through the launch of new promotions and contents.

5. Main Suppliers

5.1. Platform

Shapefy B.V.

5.2. Providers

EGS Digital Limited - Consultants

5.3. PSPs

PAYBROKERS EFX Facilitadora de Pagamentos S.A

AlphaPo LLC (cryptocurrency payment processing)

6. Risk Evaluation

Real Sports N.V., conducts thorough risk evaluations to identify, assess, and mitigate potential risks that could impact its business operations and reputation.

- Regulatory Compliance Risks:** The company regularly assesses regulatory changes and compliance requirements in Brazil's gambling industry to mitigate risks associated with legal and regulatory non-compliance, ensuring adherence to all applicable laws and regulations.
- Operational Risks:** Real Sports N.V. evaluates operational risks such as technology failures, cybersecurity threats, and supply chain disruptions to implement appropriate risk management strategies and safeguard the continuity and efficiency of its operations.
- Market Risks:** The company conducts market analysis to identify fluctuations in consumer preferences, competitive dynamics, and economic conditions, allowing proactive measures to mitigate risks associated with market volatility and uncertainty.
- Reputation Risks:** Real Sports N.V. prioritizes reputation management by evaluating risks related to customer satisfaction, brand perception, and public relations issues, implementing strategies to maintain trust and credibility among stakeholders while addressing any reputational challenges effectively.

7. Legal and Governance Framework

Real Sports N.V. is a prominent sportsbook company operating in Brazil, adhering to stringent legal and governance frameworks to ensure compliance and ethical conduct in its operations.

- Compliance with Brazilian Gambling Laws:** Real Sports N.V. strictly follows the legal requirements outlined by Brazilian gambling laws to operate within the regulatory framework set by the government.
- Transparent Financial Reporting:** The company maintains transparent financial reporting practices, adhering to accounting standards and regulations to ensure accurate representation of its financial status and activities.

3. **Ethical Business Conduct:** Real Sports N.V. upholds high standards of ethical business conduct, ensuring fairness, integrity, and responsible gambling practices among its customers while also preventing money laundering and fraud.
4. **Board Oversight and Governance Structure:** The company maintains a robust governance structure with a well-defined board oversight mechanism, ensuring accountability, risk management, and strategic decision-making aligned with the company's objectives and values.

8. Target KPIs

By setting and monitoring KPIs, Real Sports N.V. can effectively track its performance against predetermined targets, optimize operational efficiency, enhance customer satisfaction, and drive sustainable growth in the competitive sportsbook market.

- **Customer Acquisition Cost (CAC):** Measure the cost required to acquire a new customer, indicating the efficiency of marketing and sales efforts.
- **Customer Lifetime Value (CLTV):** Assess the total value a customer brings to the company over their entire relationship, guiding decisions on customer retention and acquisition strategies.
- **Monthly Active Users (MAU):** Track the number of unique users engaging with the platform monthly, indicating the platform's popularity and user retention efforts.
- **Average Revenue Per User (ARPU):** Evaluate the average revenue generated by each user, guiding monetization strategies and identifying opportunities for upselling or cross-selling.
- **Return on Investment (ROI) for Marketing Campaigns:** Measure the effectiveness of marketing initiatives by comparing the revenue generated against the cost of marketing efforts, ensuring efficient allocation of resources.
- **Customer Churn Rate:** Monitor the percentage of customers who discontinue their subscriptions or stop using the platform, identifying factors contributing to churn and implementing retention strategies to minimize customer attrition.

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.