

BUSINESS PLAN
For operators of game of chance
under Curacao gaming license (GCB)

LEONTODO N.V.

lucrassino.com
fortabet.com

OUR MISSION

The mission of Leontodo N.V. (referred to as the “Company”) is to provide our clients with a diverse range of thrilling, entertaining, and rewarding online casino and sportsbook options. We are dedicated to ensuring that individuals can indulge in the excitement and challenge of sports and games while prioritizing responsible gaming practices.

Our goal is to become the foremost provider of betting products in the region, offering a wide spectrum of sports, games, and events to cater to every taste and preference. We are committed to fostering a safe and comfortable gaming environment, where our clients can enjoy their experience with peace of mind.

To achieve this, we place a strong emphasis on employing only the finest technology and cutting-edge software. Additionally, we are unwavering in our commitment to providing exceptional customer service, staffed by knowledgeable and friendly individuals who are dedicated to assisting clients in understanding their options and making informed decisions.

In line with our dedication to responsible gaming, we prioritize the implementation of measures to promote safe and responsible gambling practices. Our partnership with B2B Betlab Holdings Limited, being our strategic partner and experienced platform and casino / sportsbook provider, underscores our commitment to leveraging top-tier technology to ensure a secure and enjoyable gaming experience for all our clients.

COMPANY AND MANAGEMENT

The company is currently navigating its startup phase, with its product at an early stage having recently debuted. Consequently, the management team comprises a lean staff, holding key managerial positions, while non-core services are outsourced.

The Owner of the company, Mr. Frederik Franx, is poised to apply for the Curacao Gaming License, seeking to replace a current sublicense held with Gaming Curacao. As the sole shareholder, Mr. Franx brings a wealth of experience as a successful and innovative entrepreneur in both the payments and gambling industries. His extensive expertise qualifies him to assume the roles of Director of the Company (CEO) and CFO.

The devised business model is strategically crafted to leverage the founder's expansive business network. This network will be instrumental in negotiating favorable terms with counterparties, including Platform, Casino, and Sportsbook providers, as well as payment solutions and technical and customer support services. The primary objective is to optimize variable costs to closely align with revenue generated, thereby mitigating initial investment requirements.

Currently, the company and its launched products, Lucrassino and Fortabet, have demonstrated self-sustainability, laying a solid foundation for future growth and brand development. This success is attributed in part to a robust marketing strategy, implemented through partnership programs and organic growth of the social media audience, which has propelled the company's brands to prominence in the dynamic Brazil market.

OUR SERVICES

Over the past half-decade, the Global Casinos and Online Gambling industry has witnessed a significant transformation in its key markets. At the outset, the Company aimed to tap into the LATAM market, with a particular focus on Brazil.

While this presents an attractive opportunity for operators and bookmakers to reach a diverse audience, entering the online gambling sector can be daunting due to the dynamic legal environment. In this discussion, we will delve into the present state of the South American online gambling market, its emerging patterns, possible prospects, challenges, and delve into the intricate legal landscape surrounding iGaming in the region.

Latin America has long captured the attention of the global online gambling community. Despite obstacles like inconsistent jurisdictional regulations and payment processing issues, industry experts foresee this region emerging as a significant player in the field.

Several factors underline why The Company is poised to enter this market:

Customer preferences: Brazilian customers have shown a growing interest in online gambling, as it offers convenience and accessibility. With the proliferation of smartphones and improved internet connectivity, more Brazilians are accessing online gambling platforms from the comfort of their homes. Additionally, the wide variety of games and betting options available online cater to different customer preferences, making it an attractive option for entertainment.

Trends in the market: One of the key trends in the Brazilian online gambling market is the increasing popularity of sports betting. Brazilians are known for their passion for football, and this translates into a high demand for sports betting. Online gambling platforms have capitalized on this trend by offering a wide range of sports betting options, including popular football leagues and tournaments. This has attracted a large number of customers and contributed to the growth

of the market. Another trend in the market is the emergence of online casinos. While sports betting remains the dominant segment, online casinos are gaining traction among Brazilian customers. These platforms offer a variety of casino games, such as slots, poker, and roulette, providing a diverse and engaging gambling experience. The convenience of playing these games online, without the need to visit a physical casino, has made online casinos an appealing option for many Brazilians. Local special circumstances: The legalization of online gambling in Brazil has had a significant impact on the market. Previously, online gambling was largely unregulated, leading to a proliferation of illegal gambling sites. However, the Brazilian government recognized the potential tax revenue and consumer protection benefits of legalizing and regulating the industry. As a result, the government passed legislation allowing online gambling operators to obtain licenses and operate legally in the country. This has created a more secure and transparent

environment for customers, boosting their confidence in online gambling platforms.

Underlying macroeconomic factors: Brazil's growing middle class and increasing internet penetration have played a crucial role in the development of the online gambling market. As more Brazilians gain access to the internet and disposable income, they are seeking new forms of entertainment and leisure activities. Online gambling provides an attractive option for entertainment, offering the possibility of winning money while enjoying various games and betting options. The growing middle class and increasing internet penetration have therefore created a favorable market environment for the growth of online gambling in Brazil. In conclusion, the Online Gambling market in Brazil is experiencing significant growth due to customer preferences for convenience and accessibility, the emergence of sports betting and online casinos, the legalization and regulation of the industry, and underlying macroeconomic factors such as the growing middle class and increasing internet penetration. These factors have contributed to the development of a thriving online gambling market in Brazil.

OUR ADVANTAGE

We highly believe that the future of gaming consists in fitting the product to the needs of the players

We aim to provide a safe, efficient, and enjoyable working environment for our team, and to deliver exceptional results that exceed our clients' expectations. We believe that everyone deserves to have access to exciting, entertaining, and rewarding betting options, and we strive to provide our clients with the best products and services available.

We will be able to guide our casino sales and marketing strategies toward the direction of our business goals after contacting top sales and marketing specialists. The following is how we have decided to promote our business to potential customers:

First and foremost, we will ensure that we launch our online casino business with a bang.

We will do very well in promoting our online casino business on the internet. This will be accomplished with social media platforms such as Facebook, Twitter, Instagram, and others.

We will make certain that introductory letters about our online casino business are sent to various sports clubs, households, and corporate organizations.

FINANCIAL CONSIDERATIONS

As for the forecasted financials, for the first five years of operation we foresee the following:

thsd USD	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue total including:	9,702	11,814	14,333	17,260	20,543
Sport	4,482	5,603	7,003	8,684	10,594
Casino	5,220	6,212	7,330	8,576	9,948
COGS					
Royalties	2,717	3,308	3,870	4,660	5,341
Other direct expenses	1,164	1,418	1,577	1,899	2,260
Total COGS	3,881	4,726	5,447	6,559	7,601
Gross Profit	5,821	7,088	8,886	10,701	12,942
Operating Expenses (OPEX)					
Administrative Expenses	1,649	2,008	2,437	2,934	3,492
Marketing Expenses	3,299	3,781	4,013	4,488	5,341
Other Expenses	776	945	1,147	1,381	1,643
Total OPEX	5,724	6,734	7,597	8,803	10,476
Net Profit	97	354	1,289	1,898	2,466

The financial projections offer a comprehensive analysis of both Casino and Sports Betting Gross Gaming Revenue (GGR), meticulously detailed in the preceding financial table. Projections indicate that while Casino GGR is expected to demonstrate consistent growth, Sports Betting is forecasted to show stronger performance on an annual basis. Notably, the projected income growth from Casino revenue is poised to marginally exceed the percentage of royalties owed to casino providers each year.

Marketing expenses are allocated to represent 34% of the GGR in the initial year, gradually decreasing to 25% over time. This reduction reflects the fluctuating costs associated with user

acquisition and retention efforts. Similarly, Other Direct Expenses, encompassing bonuses aimed at enhancing player engagement during the early stages, primarily comprise commission fees to Payment Service Providers (PSPs), covered by the Company rather than players.

Administrative costs are expected to remain relatively stable, comprising approximately 17% of revenue annually. This stability is attributed to the business model's focus on product development rather than diversification into new markets or products. Consequently, the anticipated revenue growth is deemed sufficient to accommodate any additional administrative support requirements.

Over the initial two-year period, the owner intends to implement a cost-effective strategy aimed at generating nominal net profits to bolster market share growth. This strategic approach underscores the company's unwavering commitment to maximizing its market presence during its formative stages of operation.

TIMETABLE

With the product already live and operational under the existing sublicense, our primary objective upon receiving the license from GCB will be to enhance the website to familiarize players with the new licensing framework, reaffirming our commitment to compliance standards and responsible gaming. An essential aspect of this process will involve promptly integrating the license validator into the website footer. Concurrently, our ongoing marketing campaign will persist in raising awareness of our presence as a new player in the market, ensuring players are well-informed about our offerings and principles.

CONCLUSIONS

We eagerly await the acquisition of the new license, which will catalyze our endeavors under the enhanced licensing framework in Curacao, thereby ensuring a secure and exceptional experience for our clients. We deeply appreciate your time spent reviewing our business plan, and we are optimistic about the expeditious progression of the licensing procedure. Should you have any further inquiries or require clarification, please do not hesitate to contact us. Thank you for your attention and ongoing support.