

BONUS Operations N.V.

Business Plan

Forecast 2024 - 2028

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1. Business Overview

Since the beginning of its operation, the company Bonus Operations N.V. entered the Brazilian iGaming market with an aggressive and innovative marketing strategy, offering an innovative platform for the players.

BONUS Operations N.V. is currently sublicensed by Antillephone N.V. under the number 8048/JAZ2022-068 since September 8, 2022, using Own Software.

The operational domains are:

- titan369.com
- boom369.com

The company UBO are:

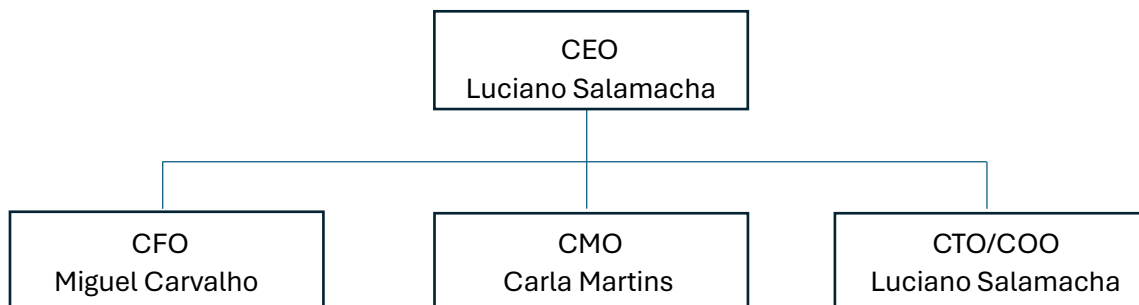
- **Luciano Miguel Salamacha** – Mr. Salamacha has an impressive academic record and over 15 years of experience in the iGaming industry, making him a highly qualified CEO.
- **Miguel Angelo Cordeiro de Carvalho** – Mr. Carvalho has an impressive CV, with more than 10 years of experience in the iGaming market, standing out for a different vision in approaching what the market demands.

The company's main partners are:

- EGS Digital Limited - Consultants
- WAC
- PlayN'Go
- Oryx

2. Company's Management Structure

The company's organogram is presented below:



- **Luciano Salamacha** – Mr. Salamacha has an impressive CV, where he has overseen other operations in the Brazilian market, giving him all the necessary knowledge and confidence of the board to direct the company towards success.
- **Miguel Carvalho** – This professional has a background in Economic Sciences and 11 years of experience in this industry, he will be responsible for monitoring of AML alerts and responsible gaming department.

- **Carla Martins** – This marketing professional has more than 10 years of experience in the gambling industry. She is responsible for managing marketing campaigns, communication plan, setting targets for sponsorships and strategies for social media.

3. Business Forecast 2024 - 2028

Bonus Operations N.V. predicted in make continuous investments in marketing as essential focus for constant growth and reinforcing its position in the current market, consistently seeking efficiency gains, and reducing the cost of acquiring new users.

P&L	YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
Turnover	€	258,000,000	€	387,000,000	€	541,800,000	€	650,160,000	€	715,176,000
Payout	-€	242,520,000	-€	363,780,000	-€	509,292,000	-€	611,150,400	-€	672,265,440
Gross Gaming Revenue	€	15,480,000	€	23,220,000	€	32,508,000	€	39,009,600	€	42,910,560
Bonus Cost	-€	5,160,000	-€	7,740,000	-€	10,836,000	-€	13,003,200	-€	14,303,520
Net Gaming Revenue	€	10,320,000	€	15,480,000	€	21,672,000	€	26,006,400	€	28,607,040
Gaming Platform	-€	464,400	-€	696,600	-€	975,240	-€	1,170,288	-€	1,287,317
Payment Providers	-€	774,000	-€	1,161,000	-€	1,625,400	-€	1,950,480	-€	2,145,528
Gross Profit	€	9,081,600	€	13,622,400	€	19,071,360	€	22,885,632	€	25,174,195
Marketing	-€	2,150,000	-€	2,180,000	-€	3,000,000	-€	3,750,000	-€	4,280,000
Company Structure	-€	750,000	-€	900,000	-€	1,100,000	-€	1,530,000	-€	2,125,000
Human Resource	-€	1,550,000	-€	1,870,000	-€	2,150,000	-€	2,530,000	-€	2,670,000
Others	-€	1,850,000	-€	2,150,000	-€	2,250,000	-€	2,770,000	-€	3,125,000
Total Cost	-€	6,300,000	-€	7,100,000	-€	8,500,000	-€	10,580,000	-€	12,200,000
NET PROFIT	€	2,781,600	€	6,522,400	€	10,571,360	€	12,305,632	€	12,974,195

4. Strategy for Business Growth and Marketing Plan

Bonus Operations N.V. developed a strategy for business growth and a marketing plan considering several key factors including market analysis, target audience, competitive landscape, product differentiation, and marketing channels. Here's a comprehensive plan:

4.1 Market Analysis:

- **Brazilian iGaming Market:** Understand the current state of the Brazilian iGaming market including its size, growth rate, regulatory environment, and key players.
- **Consumer Trends:** Analyze consumer behavior, preferences, and trends related to online gaming in Brazil.

4.2 Target Audience:

- **Demographics:** Identify the primary demographic segments that are most likely to engage with iGaming platforms in Brazil, such as age groups, income levels, and urban vs. rural populations.
- **Psychographics:** Understand the psychographic profiles of potential customers including their interests, preferences, and motivations for engaging in online gaming.

4.3 Competitive Analysis:

- **Competitor Identification:** Identify direct and indirect competitors operating in the Brazilian iGaming market.

- **Competitive Advantages:** Assess the strengths and weaknesses of competitors and identify opportunities for differentiation.
- **Market Positioning:** Determine how Bonus Operations N.V. can position itself uniquely in the market to attract customers.

4.4 Product Differentiation:

- **Innovative Platform Features:** Highlight the unique features and functionalities of Bonus Operations N.V.'s platform that set it apart from competitors.
- **User Experience:** Ensure that the platform provides a seamless and enjoyable user experience across devices.
- **Customer Service:** Develop a robust customer service strategy to provide timely support and address any issues that arise.

4.5 Marketing Plan:

- **Brand Identity:** Develop a strong brand identity that resonates with the target audience and communicates Bonus Operations N.V.'s unique value proposition.
- **Content Marketing:** Create engaging content such as blog posts, videos, and infographics related to online gaming to attract and educate potential customers.
- **Social Media Marketing:** Utilize social media platforms like Instagram, Facebook, and Twitter to engage with customers, share content, and build a community.
- **Influencer Partnerships:** Collaborate with influencers and content creators in the gaming space to reach a wider audience and increase brand visibility.
- **Search Engine Optimization (SEO):** Optimize Bonus Operations N.V.'s website and content for relevant keywords to improve visibility in search engine results.
- **Partnerships and Sponsorships:** Explore partnerships with sports teams, events, or other relevant organizations to increase brand awareness and reach new customers.
- **Performance Marketing:** Utilize paid advertising channels such as Google Ads and Facebook Ads to target specific demographics and drive conversions.
- **Localized Marketing:** Tailor marketing efforts to specific regions within Brazil based on cultural differences and preferences.
- **Retention Strategies:** Implement loyalty programs, promotions, and personalized offers to incentivize repeat business and increase customer lifetime value.

4.6 Measurement and Optimization:

- **Key Performance Indicators (KPIs):** Define relevant KPIs such as customer acquisition cost (CAC), customer lifetime value (CLV), conversion rate, and retention rate to track the success of marketing efforts.
- **Data Analysis:** Regularly analyze data from marketing campaigns and user interactions to identify areas for improvement and optimize performance.
- **Continuous Testing:** Conduct A/B tests and experiments to refine marketing strategies and tactics based on performance data.

5. Main Suppliers

5.1. Platform

Own Software

5.2. Providers

EGS Digital Limited – Consultants

WAC Media N.V.

Play'n GO Malta Limited

Oryx Gaming - Bragg Gaming Group

5.3. PSPs

PAYBROKERS EFX Facilitadora de Pagamentos S.A.

6. Risk Evaluation

This risk evaluation serves as a strategic compass, illuminating the potential pitfalls and opportunities that accompany Bonus Operations N.V.'s journey, while outlining proactive measures to mitigate risks and foster sustainable growth in the competitive iGaming arena.

6.1 Regulatory Risks: Operating in the iGaming industry in Brazil entails regulatory uncertainties. Changes in regulations or enforcement actions could impact the company's ability to operate or expand its services. Additionally, failure to comply with existing regulations could result in fines or legal consequences.

6.2 Market Saturation and Competition: The Brazilian iGaming market is becoming increasingly competitive with the entry of new operators and established players. Failure to differentiate Bonus Operations N.V.'s offerings or effectively compete with rivals could lead to loss of market share and revenue.

6.3 Technological Risks: Reliance on technology for platform operation poses risks such as cybersecurity threats, system failures, or disruptions. A breach in security could compromise user data and damage the company's reputation, while technical issues could lead to service interruptions and customer dissatisfaction.

6.4 Currency Exchange and Economic Volatility: Operating in Brazil exposes Bonus Operations N.V. to currency exchange risks, especially if revenues are generated in Brazilian Real (BRL) but costs are in other currencies. Economic volatility in Brazil could also impact consumer spending habits and overall market conditions, affecting the company's financial performance.

6.5 Brand Reputation and Trust: Maintaining a positive brand reputation and earning customer trust is crucial in the iGaming industry. Any incidents of fraud, unfair gaming practices, or customer dissatisfaction could harm Bonus Operations N.V.'s brand image and lead to loss of customers and revenue. Building and maintaining trust through transparent practices and excellent customer service is essential to mitigate this risk.

7. Legal and Governance Framework

This introduction provides a glimpse into the legal and governance framework meticulously crafted by Bonus Operations N.V., encompassing five key pillars that underpin its commitment to legality, accountability, and responsible business practices.

7.1 Regulatory Compliance: Bonus Operations N.V. operates within the legal framework established by the Brazilian regulatory authorities for iGaming operations. This includes obtaining and maintaining the necessary licenses and permits to operate legally in Brazil, adhering to strict regulatory requirements, and ensuring compliance with laws related to gambling, data protection, and consumer rights.

7.2 Corporate Governance Structure: The company maintains robust corporate governance practices to ensure transparency, accountability, and ethical conduct in all its operations. This includes the establishment of a board of directors, clear delineation of roles and responsibilities, regular audits, and adherence to industry best practices.

7.3 Risk Management Policies: Bonus Operations N.V. implements comprehensive risk management policies and procedures to identify, assess, mitigate, and monitor various risks inherent in the iGaming industry. This includes financial risks, regulatory risks, operational risks, and reputational risks, with a focus on safeguarding the interests of stakeholders and maintaining the integrity of the company.

7.4 Data Protection and Privacy Compliance: The company prioritizes the protection of customer data and privacy rights in accordance with applicable laws and regulations, such as the Brazilian General Data Protection Law (LGPD). This involves implementing robust data protection measures, obtaining appropriate consent for data processing, and ensuring secure handling and storage of personal information.

7.5 Compliance with Anti-Money Laundering (AML) and Anti-Fraud Measures: Bonus Operations N.V. has stringent policies and procedures in place to prevent money laundering, fraud, and other illicit activities on its platform. This includes customer due diligence measures, transaction monitoring, reporting of suspicious activities to regulatory authorities, and ongoing staff training to detect and prevent financial crimes.

8. Target KPIs

In the dynamic landscape of the Brazilian iGaming market, Bonus Operations N.V. is poised to thrive by strategically aligning its operations with key performance indicators (KPIs) that drive sustainable growth and success. By prioritizing these key performance indicators, Bonus Operations N.V. will maintain and in the Brazilian iGaming sector, poised for long-term success and market leadership.

8.1 Customer Acquisition Cost (CAC): Bonus Operations N.V. aims to optimize the efficiency of its marketing efforts by tracking the cost of acquiring each new customer. Lowering the CAC indicates improved marketing effectiveness and efficient use of resources.

8.2 Customer Lifetime Value (CLV): The company seeks to maximize the CLV of its customer base by fostering long-term engagement and loyalty. Increasing CLV indicates that customers are generating more revenue over their lifetime, reflecting the effectiveness of retention strategies and the quality of the user experience.

8.3 Monthly Active Users (MAU): Bonus Operations N.V. monitors the number of monthly active users on its platform to gauge user engagement and platform popularity. Increasing MAU indicates growing user interest and adoption, reflecting successful marketing initiatives and product enhancements.

8.4 Gross Gaming Revenue (GGR): GGR represents the total amount wagered by customers minus the winnings paid out, providing a measure of the company's revenue from its gaming activities. Bonus Operations N.V. aims to increase GGR over time through user acquisition, retention, and monetization strategies.

8.5 Player Churn Rate: The company tracks the rate at which customers disengage or stop using the platform over time. Lowering the churn rate indicates higher customer retention and satisfaction, reflecting the effectiveness of retention initiatives and the quality of the gaming experience.

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.