

ZERONE B.V. LATAM BP

November 2025

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1. BUSINESS OVERVIEW

Zerone B.V. is a company belonging to a group with extensive experience in land-based casino operations. Observing new market trends and the expansion of iGaming, the group decided to invest in a business in Latin America, with a primary focus on Brazil and Chile, and with plans to expand into all countries across the continent.

To achieve this, the group has established a team of highly experienced professionals whose main purpose is to deliver entertainment while respecting its customers. Its strategy is based on five fundamental pillars:

1. Transparent relations. Its promotions and benefits are governed by simple and clear rules, thus ensuring that customers do not feel harmed or misled. The company also refrains from any communication that might suggest unrealistic gains.
2. Customer feedback. The company has developed several channels dedicated to listening to its customers. These include traditional customer service, social media platforms, and consumer protection portals such as Reclame Aqui. In addition, the company conducts monthly NPS surveys to assess customer satisfaction and recommendation levels. From these studies, key improvement areas are identified.

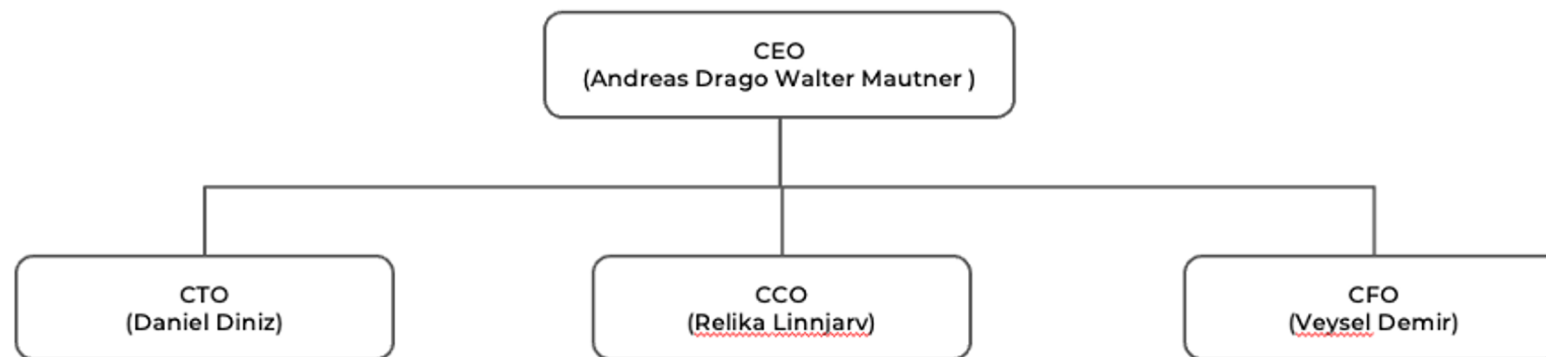
3. Benefits focused on entertainment and well-being. The company has innovated by launching a rewards model that provides telemedicine services to loyal customers. Clients also have direct access to psychological counseling. Regarding prize draws, the company has opted to offer “entertainment items,” such as Stanley Cups.

4. Diversification. The company provides a wide portfolio of products and games, ensuring customers the possibility of free choice.

5. Commitment to responsible gaming. The company has implemented several measures to prevent fraud and ensure responsible gaming. For example, in Brazil, there is a tool that verifies the customer’s CPF (Taxpayer Registry Identification), preventing minors from registering. In addition, a rigorous document verification process is in place to prevent fraud and identity theft. The system supporting the operation includes reporting capabilities that allow the identification of data duplication.

With these measures, we aim to be a company guided by entertainment and hospitality — a place where customers can have fun and be rewarded with even more enjoyment and a better quality of life.

1. COMPANY STRUCTURE



1. COMPANY STRUCTURE

CTO Job Description

The CTO oversees all technology operations, ensures platform security and compliance, leads product and infrastructure development, manages engineering teams, drives innovation in betting systems, and guarantees scalable, reliable, and responsible gaming solutions.

CCO Job Description

The Chief Compliance Officer ensures adherence to regulatory requirements, implements internal controls, prevents fraud and money laundering, manages risk and responsible gaming policies, and maintains transparent relations with authorities to protect the integrity of operations.

CFO Job Description

The CFO manages financial planning, budgeting, and reporting, ensures sustainable profitability, oversees payments and cash flow, maintains compliance with financial regulations, supports strategic decisions through data analysis, and protects the company's fiscal health.

1. VISION / POSITIONING

We're not a bet.
We're a lifestyle brand.

1. VISION / POSITIONING



IT'S NOW ABOUT SHOES OR OUTFITS.

1. VISION / POSITIONING

Risk is part of life.
Risk brings emotion to life.
Make us feel alive.

1. VISION / POSITIONING

We celebrate responsible risk
delivering bet, casino, content,
education, experiences etc

1. VISION / POSITIONING

And build a community of risk lovers providing everything they need to belong and feel alive.

1. VISION / POSITIONING

We're an ecosystem.

ClubR10.com

amelhorvida.com

1. VISION / POSITIONING

This is the key to succeed in a highly competitive market, get more margins and not addict customers to promotions.

Let's build this love brand and
successful company.

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2. BUSINESS ASSUMPTIONS

We start our BP understanding the assumptions that will design and lead our goals.

2. BUSINESS ASSUMPTIONS

SPORTSBOOK ASSUMPTIONS	BY MONTH
AV SPLITS BY PLAYER	7.0
AV SPLIT AMOUNT BY PLAYER (USD)	\$ 3.50
AV. TURNOVER BY PLAYER (USD)	\$ 24.50
GGR (NGR+10%)	\$ 3.23
NGR (from turnover)	12% to 17%
NGR BY PLAYER (USD)	\$ 2.94

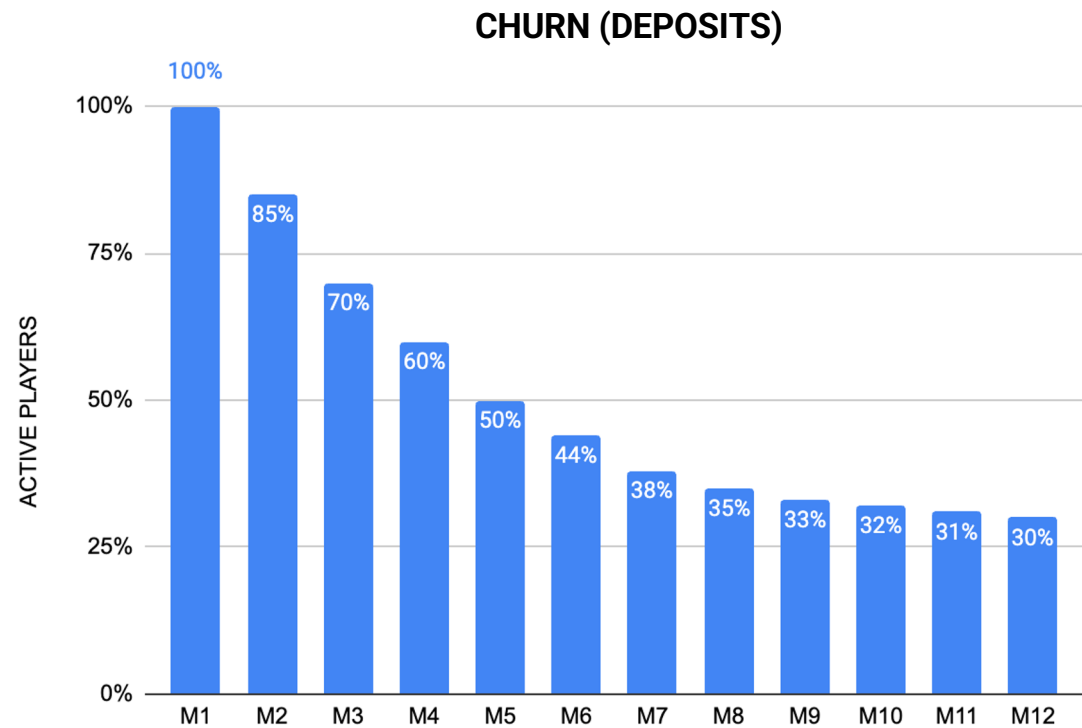
CASINO ASSUMPTIONS	BY MONTH
AV ROUNDS BY PLAYER	1,144
AV SPLIT AMOUNT BY PLAYER (USD)	\$ 0.20
AV. TURNOVER BY PLAYER (USD)	\$ 228.80
GGR (NGR+10%)	\$ 10.07
NGR (from turnover)	3% to 8%
NGR BY PLAYER (USD)	\$ 9.15

2. BUSINESS ASSUMPTIONS

75% play casino and sportsbook.
10% play only sportsbook.
15% play only casino.

Average acquisition cost: USD21
NGR Sportsbook: 15%
NGR Casino: 5%

WAG Fee sportsbook (AV): 16%
WAG Fee casino (AV): 15%



2. BUSINESS ASSUMPTIONS

Number of **deposits** it's more important than number of **players**.
This is our goal.

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3. STRATEGY OVERVIEW

A sustainable business strategy requires balancing customer acquisition and, most importantly, retention. As previously highlighted, our objective is to establish a transparent and long-term relationship with our customers.

At the same time, it is necessary to ensure strong GGR and NGR performance to maintain business sustainability.

We operate in a unique industry, where customer satisfaction is directly linked to financial loss for the company. How can we remain attractive while being profitable? This is our main challenge.

Therefore, the strategy is structured as follows:

1. Consistent Acquisition of New Players

In increasingly competitive markets, the acquisition of new players is essential to maintain consistent growth. To that end, our acquisition channels are divided into the following categories:

1.1. Paid Acquisition

A. Affiliates: Responsible for ensuring significant short-term volume and driving customer “trial” of the platform.

B. In-house Paid Media: Our primary acquisition channel. The focus is on building brand pillars and acquiring high-value customers seeking a superior experience.

C. Influencers: Generate high volume while also reinforcing the operator’s credibility. Unlike competitor practices, influencers are used to demonstrate the positive experience offered by the platform rather than simulate unrealistic gains.

For both paid media and influencers, the key KPI is maintaining a positive ROAS (Return on Advertising Spend) above 2.0–2.5 based on total deposits. In other words, total revenue from the channel must exceed the investment by at least two times.

3. STRATEGY OVERVIEW

1.2. Organic Acquisition

Organic acquisition enables better business results, as all NGR converts into company margin (with no marketing costs). We are currently developing three primary channels:

A. Organic social media content: Dynamic content focused on sports and the platform's primary benefits.

B. SEO: A channel that strengthens reputation in organic search.

C. Referral program: Rewards program for customers who recommend friends.

2. Retention

A. Ongoing Benefits

Currently, the platform offers free telemedicine plans as a primary ongoing benefit, available to customers who wager above a specific threshold. Additionally, we provide gifts to loyal customers, which vary monthly. These are medium-value items always oriented toward entertainment.

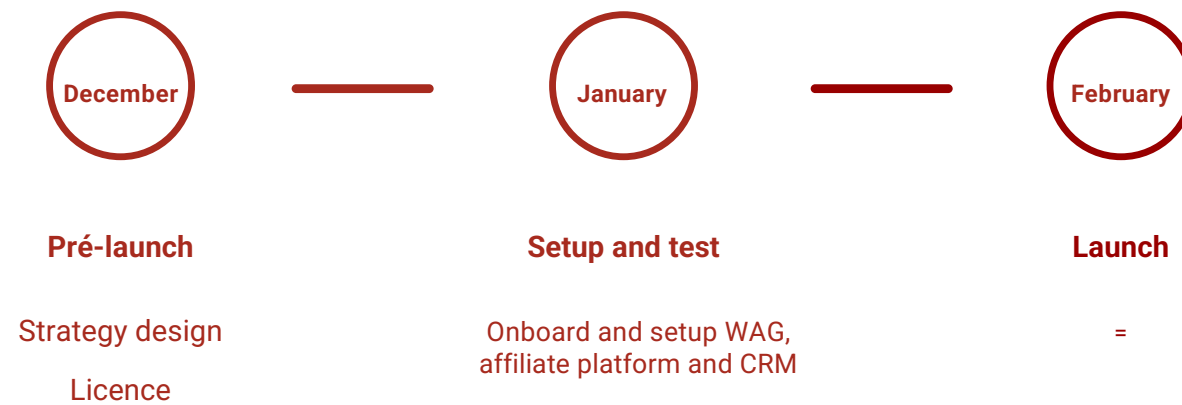
B. Loyalty Program

Our retention strategy aims to keep players active on the platform, since this is where the business achieves its highest margins. To support this objective, a tiered benefits program was developed, with customers classified into up to five levels. As they progress, customers gain access to cashback-focused rewards.

Multiple bonuses and promotional actions (used in a limited and controlled manner) become available as customers deepen their engagement with the platform.

Ultimately, both acquisition and retention share one single goal: to build a reputable platform with satisfied customers. Our target is achieving at least 50% organic acquisition, allowing us to reach a final margin of at least 30% — ensuring a healthy and sustainable operation.

3. ROADMAP



3. Pré-launch cashflow

		Dec-23	Dec-23	Jan-24
PERSONAL EXPENSES		\$49,867	\$49,867	\$42,563
OPEX		\$27,567	\$20,567	\$11,182
TOTAL COSTS		\$77,434	\$70,434	\$53,745

3. Setup cashflow

VENDOR	RESPONSIBLE COST CENTER	DESCRIPTION	February
Income Access	Bet and Casino	Affiliate platform implementation	\$4,275
Optimove	Bet and Casino	CRM Platform implementation and fee	\$7,500
T-Speaker	Bet and Casino	Inbound Platform implementation	\$1,691
We Are Technology	Bet and Casino	Live match tracker	\$1,650
TOTAL			\$15,116

3. Setup cashflow

		Dec-23	Dec-23	Jan-24	Feb-24
PERSONAL EXPENSES		\$49,867	\$49,867	\$42,563	\$42,563
OPEX		\$27,567	\$20,567	\$11,182	\$26,298
TOTAL COSTS		\$77,434	\$70,434	\$53,745	\$68,861

Launch

3. Launch

Most likely scenario

Breakeven in 9 months after launch

USD820K investment after launch

Payback* 15 months after launch

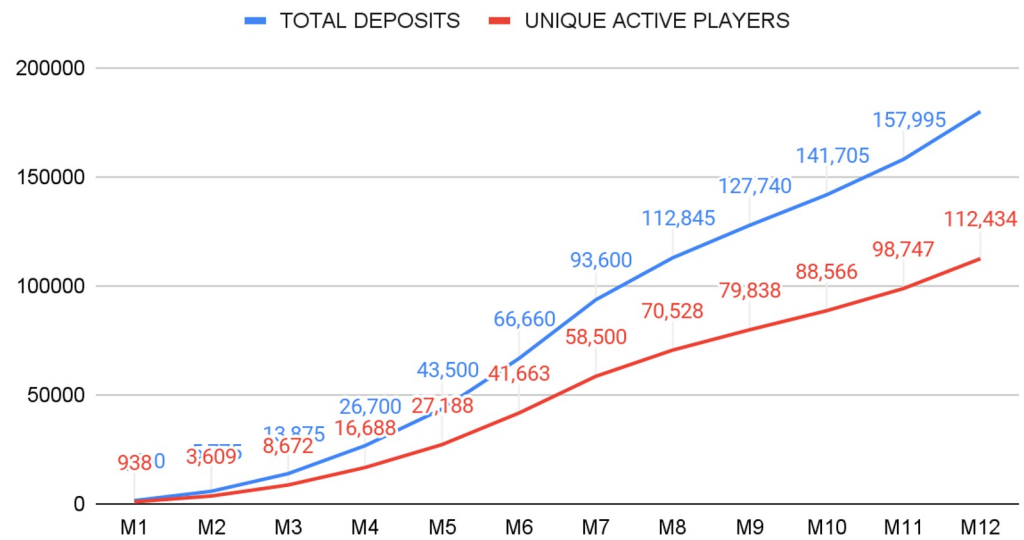
*Total investment

3. Launch

301.622 active players
492.195 deposits
Av NGR Sportsbook: 15%
Av NGR Casino: 5,3%
AV client acquisition cost: USD21
WAG Fee sportsbook (AV): 16%
WAG Fee casino (AV): 15%

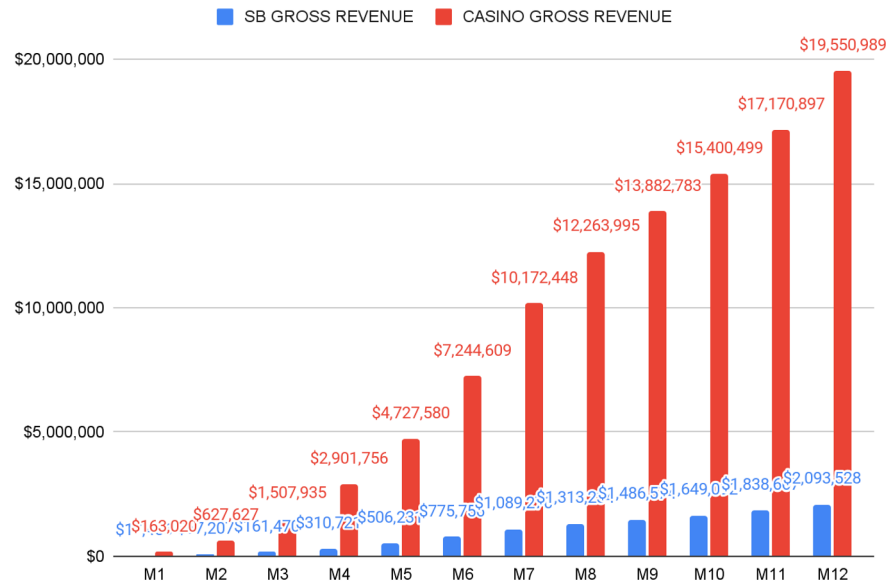
3. GOALS DEPOSITS VS ACTIVE PLAYERS

TOTAL DEPOSITS and UNIQUE ACTIVE PLAYERS

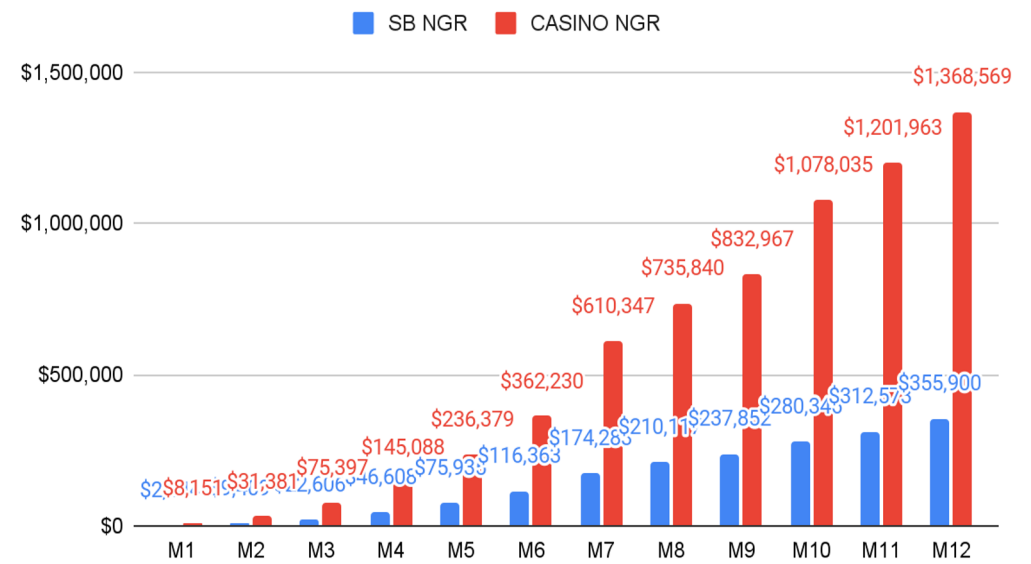


3. GOALS REVENUE / NGR

SB GROSS REVENUE and CASINO GROSS REVENUE (USD)



SB NGR and CASINO NGR



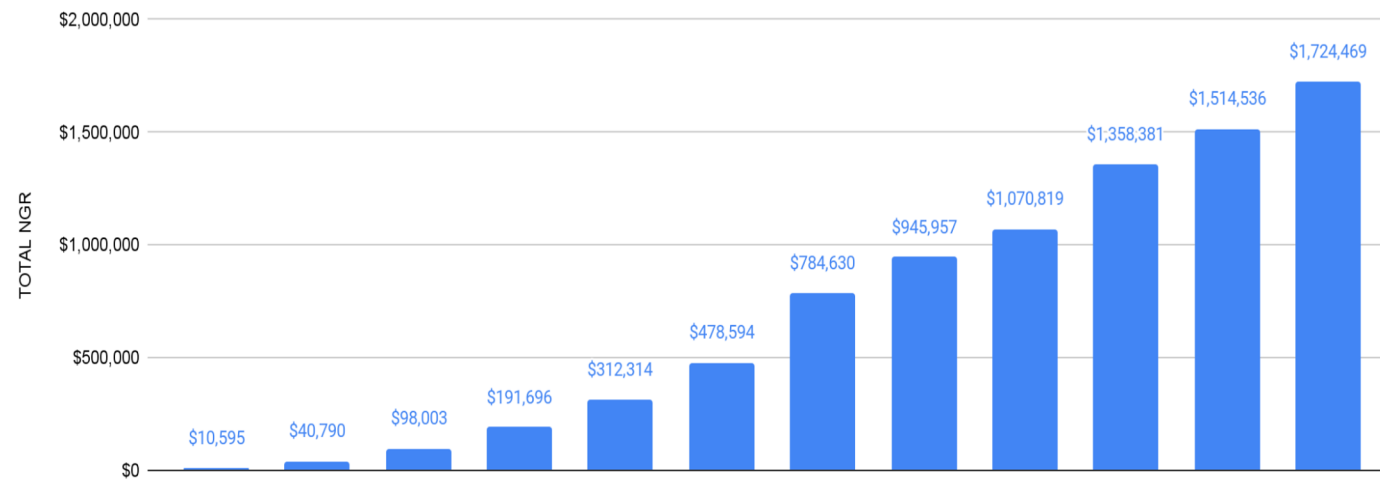
3. NGR GOALS

M1 to M6: USD 1.964.664

M7 to M12: USD 10.916.527

TOTAL NEG YEAR: 12.881.190

TOTAL NGR



3. COST

Cost structure

Based on revenue:

1. Platform fee: 16% (GGR)
2. PSP fee (Av): 3% (NGR)
3. Curaçau taxes: 2% (NGR)

Independent:

1. Personal expenses
2. Marketing expenses
3. Tech expenses
4. Operational expenses (Office + 3rd party)
5. Churn expenses (bonus)

3. COSTS BASED ON REVENUE

Platform setup payment

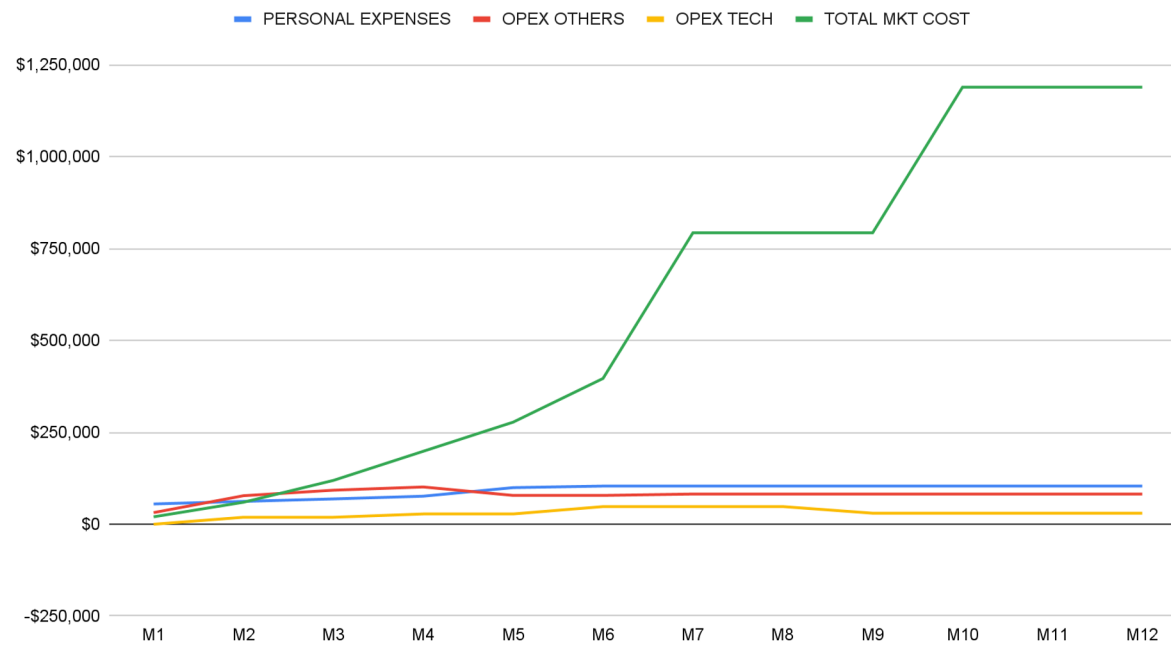
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	TT YEAR
TOTAL PLATFORM FEE	-\$1,775	-\$6,834	-\$16,419	-\$32,143	-\$52,367	-\$80,248	-\$131,381	-\$158,394	-\$179,301	-\$227,217	-\$253,337	-\$288,452	-\$1,427,868
TOTAL PSP FEE (3%)	-\$318	-\$1,224	-\$2,940	-\$5,751	-\$9,369	-\$14,358	-\$23,539	-\$28,379	-\$32,125	-\$40,751	-\$45,436	-\$51,734	-\$255,923
TOTAL TAXES (2%)	-\$212	-\$816	-\$1,960	-\$3,834	-\$6,246	-\$9,572	-\$15,693	-\$18,919	-\$21,416	-\$27,168	-\$30,291	-\$34,489	-\$170,616
TT	-\$2,305	-\$8,873	-\$21,319	-\$41,727	-\$67,983	-\$104,178	-\$170,613	-\$205,692	-\$232,842	-\$295,136	-\$329,064	-\$374,676	-\$1,854,407

3. OPERATIONAL COSTS

PERSONAL EXPENSES	\$54,822	\$61,822	\$68,541	\$75,941	\$99,241	\$103,541	\$103,541	\$103,541	\$103,541	\$103,541	\$103,541	\$103,541
OPEX OTHERS	\$31,235	\$77,263	\$92,263	\$101,043	\$78,043	\$78,043	\$81,813	\$81,813	\$81,813	\$81,813	\$81,813	\$81,813
OPEX TECH	-\$416	\$18,600	\$18,600	\$27,600	\$27,600	\$47,600	\$47,600	\$47,670	\$29,670	\$29,670	\$29,670	\$29,670
TOTAL MKT COST	\$19,820	\$59,461	\$118,922	\$198,203	\$277,484	\$396,406	\$792,812	\$792,812	\$792,812	\$1,189,218	\$1,189,218	\$1,189,218

3. OPERATIONAL COSTS

OPERATIONAL COSTS



3. P&L (YEAR)

TOTAL NGR	\$10,595	\$40,790	\$98,003	\$191,696	\$312,314	\$478,594	\$784,630	\$945,957	\$1,070,819	\$1,358,381	\$1,514,536	\$1,724,469
TOTAL PLATFORM FEE	-\$1,775	-\$6,834	-\$16,419	-\$32,143	-\$52,367	-\$80,248	-\$131,381	-\$158,394	-\$179,301	-\$227,217	-\$253,337	-\$288,452
TOTAL PLATFORM SETUP FEE	-\$11,000	-\$11,000	-\$11,000									
TOTAL PSP FEE	-\$318	-\$1,224	-\$2,940	-\$5,751	-\$9,369	-\$14,358	-\$23,539	-\$28,379	-\$32,125	-\$40,751	-\$45,436	-\$51,734
TOTAL TAXES	-\$212	-\$816	-\$1,960	-\$3,834	-\$6,246	-\$9,572	-\$15,693	-\$18,919	-\$21,416	-\$27,168	-\$30,291	-\$34,489
TOTAL OPERATIONAL COSTS	-\$115,221	-\$159,770	-\$297,529	-\$401,459	-\$480,509	-\$622,934	-\$795,454	-\$908,024	-\$965,024	-\$1,040,024	-\$1,152,524	-\$1,340,024
TT COSTS	-\$128,526	-\$179,643	-\$329,848	-\$443,186	-\$548,492	-\$727,112	-\$966,067	-\$1,113,716	-\$1,197,866	-\$1,335,160	-\$1,481,588	-\$1,714,700
TOTAL EBITDA	-\$117,931	-\$138,853	-\$231,846	-\$251,490	-\$236,178	-\$248,518	-\$181,437	-\$167,759	-\$127,048	\$23,221	\$32,949	\$9,769

3. CASHFLOW

Investment USD820K

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
TT INVESTMENT IN ADVANCE	\$117,931	\$138,853	\$231,846	\$251,490	\$80,000							
TT RESIDUAL		\$19,698	\$53,159	\$117,316	\$191,144	\$127,989	\$15,610	\$533	\$8,556	\$50,445	\$278,229	\$558,021
TT NGR	\$10,595	\$40,790	\$98,003	\$191,696	\$312,314	\$478,594	\$784,630	\$945,957	\$1,070,819	\$1,358,381	\$1,514,536	\$1,724,469
TT COSTS	-\$108,828	-\$120,580	-\$200,723	-\$246,311	-\$272,867	-\$333,362	-\$403,567	-\$438,716	-\$447,866	-\$510,160	-\$544,088	-\$589,700
TT MKT COST	-\$5,909	-\$25,601	-\$64,969	-\$123,047	-\$182,602	-\$257,611	-\$396,141	-\$499,219	-\$581,063	-\$620,438	-\$690,656	-\$775,781
RESIDUAL	\$19,698	\$53,159	\$117,316	\$191,144	\$127,989	\$15,610	\$533	\$8,556	\$50,445	\$278,229	\$558,021	\$917,009

3. TOTAL INVESTMENT

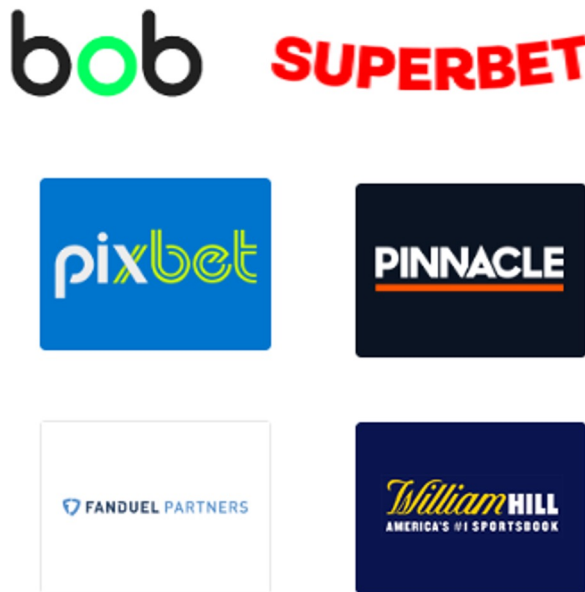
July 2023	USD38K
August 2023	USD46K
September	USD122K
October	USD75K
November	USD109
December	USD71
January	USD54
February	USD69
March	USD118
April	USD139
May	USD232
June	USD252K
July	USD80K
TT	USD1.405K

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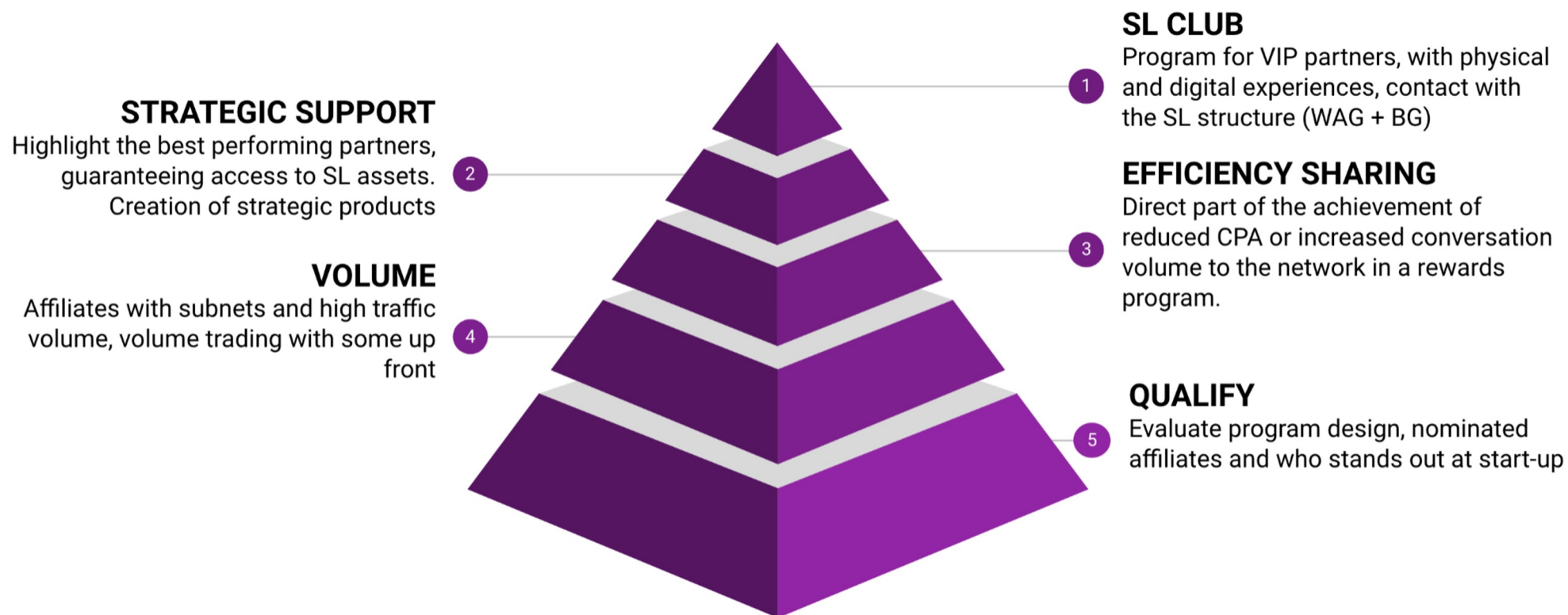


Why look for a partner with an established network?

NETWORK	INDUSTRY EXPERT	LOCAL & INTERNACIONAL CASES
+ 25K affiliates + 50 Markets 300 Brands	• Integrated into the WAT ecosystem; • Accelerated implementation and learning process • Understanding which attributes differentiate a program;	 The image displays six logos of established betting partners arranged in two columns. The top row features 'bob' (black and green) and 'SUPERBET' (red). The middle row features 'pixbet' (blue and green) and 'PINNACLE' (dark blue with orange). The bottom row features 'FANDUEL PARTNERS' (light blue) and 'William HILL' (dark blue with gold and white text, including 'AMERICA'S #1 SPORTSBOOK').

Program Design & Steps





Initiative : Initial qualification of partners based on defined performance indicators

Trigger: Minimum volume contracted. Adheres to the defined player profile.

How to measure: NGR, Profile, Activation Ratio;

- Nominated partners belonging to the IA network;
- Validate the partner's solutions and structure in the construction of the contracted volume;
- Support the partner in understanding the SL value proposition and coordinate other fronts of brand building and internal acquisition (influencers, content, TV shows, etc.);
- Check and advise on best network practices. Assess partner's responsiveness and adherence;
- Identify variations in network production in relation to the target (outliers and underperformers);

Initiative : Take advantage of the beginning of the program to design steels with a focus on volume

Trigger: Structured partners with capacity and assets (subnetworks) for volume production

How to measure: Delivery capacity higher than the contracted minimum

- Validate upfront investment demands;
- Design a negotiation strategy with a focus on ensuring greater delivery volume, reducing CPA or improving performance indicators;
- Define paths for appropriating these best practices, even for partners without upfront investment

Initiative : Take advantage of the beginning of the program to design steels with a focus on volume

Trigger: Structured partners with capacity and assets (subnetworks) for volume production

How to measure: Delivery capacity higher than the contracted minimum

- Validate upfront investment demands;
- Design a negotiation strategy with a focus on ensuring greater delivery volume, reducing CPA or improving performance indicators;
- Define paths for appropriating these best practices, even for partners without upfront investment

Initiative : Appropriate and share program efficiency as a wave of differentiation

Trigger: Partners that have evolved from volumetric delivery, cost and player profile

How to measure: Lower CPA, NGR, Volume

- Present the network with the structure of SL solutions and resources;
- Develop and enhance initiatives that improve players' purchasing capacity
- Provide strategic support in verticals such as influencers and content;

Partnerships with transfer of knowhow to brands

eightroom
Affiliate Marketing & Payments

betfair

ESCOLA DA APOSTA

APRENDA TRADE ESPORTIVO COM OS MESTRES DAS APOSTAS

betfair

Initiative : Construction of a VIP club for strategic partners

Trigger: All previous steps

How to measure: Own assets, Cases with other players, KPIS delivered

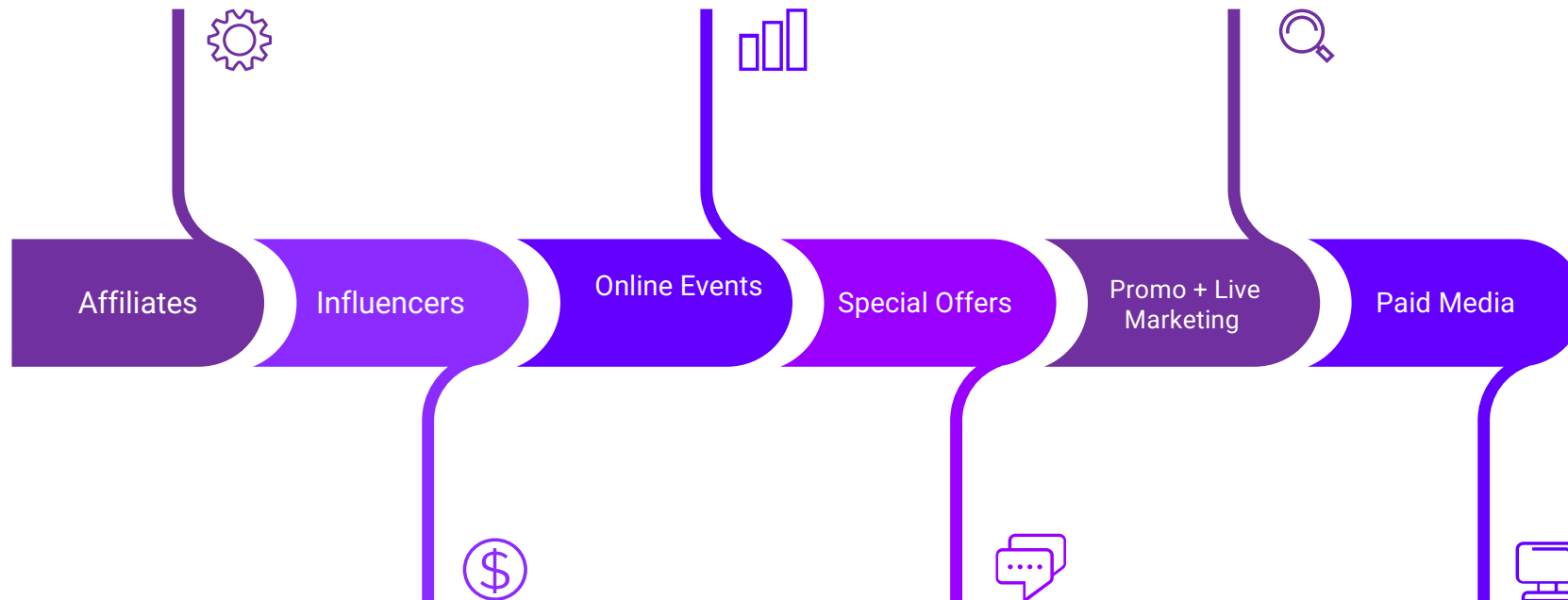
- Digital and physical experiences with SL structure (WAT + BG);
- Structure communication with a difference for selected partners and the rest of the network;
- Campaigns to qualify partners for awards such as participation in industry events (international fairs, product launches, etc.)

Network	Partner	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	
SL	Greg	147	132	147	218	296	422	560	629	654	672	713	814	
	Avanti	168	151	168	249	338	483	640	719	747	768	814	931	
	Jorge	525	473	525	780	1.056	1.509	2.000	2.248	2.336	2.400	2.545	2.908	
	Super Afiliados	210	160	210	312	422	604	800	899	934	960	1.018	1.163	
	Aposta Quente (Sub)			120	178	241	345	457	514	534	549	582	665	
	Clube da Aposta (Sub)			140	208	282	402	533	599	623	640	679	776	
	AffiliaBet			150	223	302	431	571	642	667	686	727	831	
	Control+F5			124	184	249	356	472	531	552	567	601	687	
	Total	1.050	915	1.584	2.352	3.187	4.552	6.034	6.781	7.047	7.242	7.678	8.775	
IncomeAccess	TBN		2.235	4.041	6.273	8.888	12.698	17.591	21.569	24.453	27.408	31.697	36.225	
	TOTAL SL + IA	1.050	3.150	5.625	8.625	12.075	17.250	23.625	28.350	31.500	34.650	39.375	45.000	250.275

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6. HOW TO: MARKETING STRATEGY



STEP BY STEP

Affiliates

Affiliates have access to advanced tracking tools and real-time reports. Receive competitive commissions for each new player referred, with flexible monthly payment options, guaranteeing a profitable, long-term partnership

Influencers

Our influencer strategy aims to establish partnerships and advertisements with names from the sports world who have a history with bets. The selected influencers will have access to exclusive demonstrations of our games and our platform experience. In return, they will share their experiences with their audience.

Online Events

At our online events, we provide affordable experience and knowledge for casino gaming enthusiasts / professionals. In addition, the events feature a referral program that not only boosts the campaign but is also an effective method of acquisition

Special Offers

Special promotions with bonuses to encourage affiliates and bettors to participate

Promo + Live Marketing

Sponsorship of physical events to promote the brand and attract more gamblers and affiliates

Paid Media

Investment in paid media to boost brand reach

TIMELINE - DEC /JAN

SPORTLOCKER									
Calendário									
	December	December	December	December	December	January	January	January	January
WEEK	12/01 - 12/03	12/04 - 12/10	12/11 - 12/17	12/18 - 12/24	12/25 - 12/31	01/01 - 01/07	01/08 - 01/14	01/15 - 01/21	01/22 - 01/28
Sports Event	Bet Launch		12/12 start of Club World Cup	12/18 Fluminense World Premiere		01/02 start of Copinha	Australian Open	Start Paulistão/ Carioca/Gaúcho	01 / 25 end of Copinha
Digital Events									State MasterClass
Promotion/Casino		Casino Bet Launch Promotion		Special end-of-year "Christmas bonus" promotion	Special end-of-year promotion "Come New Year bonus"			State promotion "bonuses to bet on your favorite team"	Promo "extra bonus" end of Copinha
Paid Media						Video Promo Tigre game			
Influencers							Influencer calls game Casino Aviator	Promotion of the Bet Player Experience by S.L. influencers	
Followers		Remarketing + 10 new pieces / Direct Traffic + Casino + Sports Betting	Fluminense jersey 3 prize draw promotion		Posts with the most popular / most played games in SL	5 new pieces to call the Copinha / Direct Traffic + Sports Betting	3 new pieces/ Direct Traffic+ Sports Betting	Interactive posts (interactive questions about users' expectations for the games.)	
Program launch campaign		Welcome* campaign - join the SL casino and get bonuses for betting							
Institutional Bet Launch Campaign	06 reels / stickers				Bet Player Experience - new prizes at the turn of the year				01 month to the event - final 30 days to participate in the referral program
Features Campaign	20 creative bet + casino campaigns							Posts about new game releases or exclusive collaborations.	
Brand Awareness Campaign	SL BET Video Manifesto								
LifeStyle Campaign			Launch of the Healthy Bet Campaign			month's main sporting events calendar			
Transparency Campaign							Creatives with a retrospective of the latest match results + predictions for the month's matches		
Consumer Journey Campaign									
Experiences						HH da Copinha Sport Locker promotion			

TIMELINE - FEV / MAR

February	February	February	February	March	March	March	March	March
01/29 - 02/04	05/02 - 02/11	02/12 - 02/18	02/19 - 02/25	02/26 - 03/03	03/04 / 03/10	03/11 - 03/17	03/18 - 03/24	03/25 - 03/31
Pipeline Hawaii	02/11 Super Bowl	02/13 -14 Carnival			SuperTubes Portugal			03/31 Easter
	MasterClass as SuperBowl		02/24Bet Player Experience - online event		State MasterClass		MasteClass Easter Special	
	Super Bowl bonus promotion	Bonus promotion Carnival guaranteed	Bet Player Experience bonus promotion				Super Easter bonus promotion	
		Promotion of the Bet Player Experience by S.L. influencers					Promotion of the Bet Player Experience by S.L. influencers	
Posts with draws for followers to participate in bets / refer friends to follow / follow SL		Promo draw to go to the Bet Experience	Available content" campaign		Risky is not risky" campaign		Remarketing + 10 new pieces / Direct Traffic + Casino + Sports Betting	Bet Player Experience Campaign - amateur
	"SuperBowl" campaign - special promotions such as reload bonuses, free spins / tournaments.							
		Carousel "all about the BET Player Experience"						
month's main sporting events calendar				month's main sporting events calendar			Posts with strategic tips for specific games.	
	Presentation of booming games with improved odds to encourage participation.		Posts "last moments to take part in the referral campaign" + "why you should take part in BET P. Exp"					Posts "last moments to take part in the referral campaign" + "why you should take part in BET P. Exp"
		Campanha "Jornada do apostador"						
	promo 3 friends accompany the Bet Player Experience							

TIMELINE - APRIL / MAY

April	April	April	April	May	May	May	May
04/01 - 04/07	04/08 - 04/14	04/15 - 04/21	04/22 - 04/28	04/29 - 05/05	05/06 - 05/12	05/13 / 05/19	05/20 - 05/26
end of the Paulista championship	04/13 start of the Brazilian championship	04/20 NBA play-offs		04/29 end of Women's Super League	05/12 Mother's Day		Roland Garros start
	MasterClass Brasileiro	Bet Player Experience - amateur				MasterClass Brasileiro	
Paulista final bonus promotion	Brasileirão bonus promotion	Bet Player Experience bonus promotion			Double bonus promotion for family betting		Roland Garros bonus promotion
	Promotion of the Bet Player Experience by S.L. influencers (one week to the first event)	Learn all about BET Player Exp - amateur* campaign				Promotion of the Bet Player Experience by S.L. influencers	
Available content* campaign					Remarketing + 10 new pieces / Direct Traffic + Casino + Sports Betting	*Available content* campaign	
			Posts with success stories from players who have won at your casino.				
month's main sporting events calendar				month's main sporting events calendar			
promo 3 friends accompany the Bet Player Experience							

TIMELINE - JUNE

June	June	June	June	June
05/27 - 06/02	06/03 - 06/09	06/10 - 06/16	06/17 - 06/23	06/24 - 06/30
05/30 Corpus Christi	Roland Garros end + NBA final	06/12 Valentine's Day		Surf - Saquarema stage
MasterClass NBA			Bet Player Experience-professional	
Bonus promotion R\$50 long holiday	NBA Final "basket" bonus promotion	Double bonus promotion Valentine's Day		*Olympic warm-up* bonus promotion
	Valentine's Day promotion	Promotion of the Bet Player Experience by S.L. influencers (one week before the event)		
Bet Player Experience campaign - professional	Remarketing + 10 new pieces / Direct Traffic + Casino + Sports Betting	Available content* campaign	"Learn all about BET Player Exp - professional" campaign	
month's main sporting events calendar				
	promo 3 friends accompany the Bet Player Experience		HH closure BET Player Exp.	

MARKETING PROJECTION - CASINO

January			February			March		
Deposits - FTD	1.500		Deposits - FTD	5.775		Deposits - FTD	13.875	
1.050,0	70%	Affiliates	4.042,5	70%	Affiliates	9.018,0	65%	Affiliates
300,0	20%	Paid Media	1.155,0	20%	Paid Media	2.775,0	20%	Paid Media
150,0	10%	Influencers	577,5	10%	Influencers	1.387,0	10%	Influencers
						693,5	5%	Online event
April			May			June		
Deposits - FTD	26.700		Deposits - FTD	43.500		Deposits - FTD	66.660	
16.020,0	60%	Affiliates	26.100,0	60%	Affiliates	39.996,0	60%	Affiliates
6.675,0	25%	Paid Media	10.875,0	25%	Paid Media	16.665,0	25%	Paid Media
2.670,0	10%	Influencers	4.350,0	10%	Influencers	6.666,0	10%	Influencers
1.335,0	5%	Evento online	2.175,0	5%	Evento online	3.333,0	5%	Online event
July			August			September		
Deposits - FTD	108.600		Deposits - FTD	118.845		Deposits - FTD	127.740	
59.730,0	55%	Affiliates	65.364,8	55%	Affiliates	70.257,0	55%	Affiliates
32.580,0	30%	Paid Media	35.653,5	30%	Paid Media	38.322,0	30%	Paid Media
10.860,0	10%	Influencers	11.884,5	10%	Influencers	12.774,0	10%	Influencers
5.430,0	5%	Online event	5.942,3	5%	Online event	6.387,0	5%	Online event
October			November			December		
Deposits - FTD	165.705		Deposits - FTD	172.995		Deposits - FTD	179.895	
91.137,8	55%	Affiliates	95.147,3	55%	Affiliates	89.947,5	50%	Affiliates
41.426,3	25%	Paid Media	43.248,8	25%	Paid Media	44.973,8	25%	Paid Media
16.570,5	10%	Influencers	17.299,5	10%	Influencers	26.984,3	15%	Influencers
13.256,4	8%	Online event	13.839,6	8%	Online event	8.994,8	5%	Online event
3.314,1	2%	Promo	3.459,9	2%	Promo	8.994,8	5%	Promo

MARKETING PROJECTION - SPORTSBOOK

January			February			March		
Deposits - FTD	1.500		Deposits - FTD	5.775		Deposits - FTD	13.875	
1.050,0	70%	Affiliates	4.042,5	70%	Affiliates	8.325,0	60%	Affiliates
300,0	20%	Paid Media	1.155,0	20%	Paid Media	2.775,0	20%	Paid Media
150,0	10%	Influencers	577,5	10%	Influencers	1.387,5	10%	Influencers
						693,8	5%	Online event
						693,8	5%	Live Marketing
April			May			June		
Deposits - FTD	26.700		Deposits - FTD	43.500		Deposits - FTD	66.660	
14.685,0	55%	Affiliates	23.925,0	55%	Affiliates	36.663,0	55%	Affiliates
6.675,0	25%	Paid Media	10.875,0	25%	Paid Media	16.665,0	25%	Paid Media
2.670,0	10%	Influencers	4.350,0	10%	Influencers	6.666,0	10%	Influencers
2.136,0	8%	Online event	3.480,0	8%	Online event	5.332,8	8%	Online event
534,0	2%	Promo	870,0	2%	Promo	1.333,2	2%	Promo
July			Agosto			Setembro		
Deposits - FTD	108.600		Deposits - FTD	118.845		Deposits	127.740	
54.300,0	50%	Affiliates	59.422,5	50%	Affiliates	63.870,0	50%	Affiliates
32.580,0	30%	Paid Media	35.653,5	30%	Paid Media	38.322,0	30%	Paid Media
10.860,0	10%	Influencers	11.884,5	10%	Influencers	12.774,0	10%	Influencers
8.688,0	8%	Online event	9.507,6	8%	Online event	10.219,2	8%	Online event
2.172,0	2%	Promo	2.376,9	2%	Promo	2.554,8	2%	Promo
Outubro			Novembro			December		
Deposits - FTD	165.705		Deposits - FTD	172.995		Deposits - FTD	179.895	
82.852,5	50%	Affiliates	86.497,5	50%	Affiliates	89.947,5	50%	Affiliates
49.711,5	30%	Paid Media	51.898,5	30%	Paid Media	44.973,8	25%	Paid Media
16.570,5	10%	Influencers	17.299,5	10%	Influencers	26.984,3	15%	Influencers
13.256,4	8%	Online event	13.839,6	8%	Online event	8.994,8	5%	Online event
3.314,1	2%	Promo	3.459,9	2%	Promo	8.994,8	5%	Promo

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6. KEY SUPPLIERS

KEY SUPPLIERS

Risk Asset	Description of Risk	Mitigation Actions
White Label Platform	This is our highest-risk asset. Any issue affecting the customer experience results in loss of trust.	The Customer Service team tests the platform's main user journeys at least three times per day.
ID Verifier	When the ID verification system experiences issues, customers are unable to register. This causes financial losses, mainly by reducing FTD conversion.	Besides working with the best vendors in the market, we have system access that allows us to monitor and identify any instability.
PSP (Payment Service Provider)	Issues with the PSP result in revenue losses for the operator.	In addition to performing deposit tests three times per day, we also monitor the system's stability in real time. Furthermore, we are implementing a second PSP to ensure greater stability.