

BUSINESS PLAN

F2JC N.V.
(the Company)



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1. Introduction

After a few years of being operational on the Brazil market with the online gaming site lampionsbet.com, the Company has decided to take the following steps and to apply for a Curacao Gaming License. Which they believe will be in the best interest of the Company.

Although the initial plan is to offer only sports betting, the Curaçao Gaming License allows other verticals such as casino and poker. It is ideal for a new company in terms of timing and investment, and mainly because it is well-recognized by many countries.

2. Company's Vision & Mission

The Company will mainly focus on: to organise, market, promote, manage and operate remote gaming activities, especially sports betting activities, comprising all types of games, betting transactions, the operation of betting exchanges, interactive casinos, bingos, lotteries and other interactive games and to carry out any activities ancillary thereto by offering goods or services to persons who participate in licensed online gaming.

The team involved in the operations has extensive expertise in the Brazilian gaming scenario. They will offer superb customer service, customized marketing campaigns, local payment options, and selected betting offers.

Initially the main domain will be: lampionsbet.com

Depending on marketing opportunities other domains might be introduced.

3. Corporate Structure

Shareholders and UBOs of F2JC N.V.

Charles Rekson Barboza de Lima – 55%

Francisco de Assis Silveira Lustosa Nogueira – 16.875%

Jorge de Freitas Lundgren – 16.875%

Flávio Anselmo Fernandes Rocha – 11.25%

4. Funding

Funding has been raised from the source of wealth of the ultimate beneficiary owners of the Company.

5. Products

Software Providers

The Sports betting & Casino platform and will be provided by FDS Games Ltda. and G2Egames (g2egames.com.br).

6. Roles and Responsibilities

Location of employees

Customer service, marketing and IT teams will be located in Brazil.

Below an overview of the key positions of the Company:

- Managing Director - Jorge de Freitas Lundgren
- CFO - Francisco de Assis Silveira Lustosa Nogueira
- Marketing and Brand Manager - Charles Rekson Barboza de Lima
- IT & Technical support - Flávio Anselmo Fernandes Rocha

Managing Director:

- Develop and execute the company's business strategies in order to attain goals
- Provide strategic advice to the board and Chairperson
- Prepare and implement comprehensive business plans
- Plan cost-effective operations and market development activities
- Establish company policies and legal guidelines
- Build long term, trusting relationships with shareholders, business partners and authorities
- Oversee the company's financial performance, investments and other business ventures
- Supervise the work of executives providing guidance and motivation to drive maximum performance
- Ensure a positive work environment
- Ensure performance appraisal, training and professional development activities
- Reward performance, prevent issues and resolve problems
- Execute public speaking and representational appearances in a professional manner
- Analyse problematic situations and occurrences and provide solutions to ensure company survival and growth
- Further develop and enhance company culture

CFO:

- Providing leadership, direction and management of the finance and accounting team
- Providing strategic recommendations to the CEO/president and members of the executive management team
- Managing the processes for financial forecasting and budgets, and overseeing the preparation of all financial reporting
- Advising on long-term business and financial planning
- Establishing and developing relations with senior management and external partners and stakeholders
- Reviewing all formal finance, HR and IT related procedures

Marketing and Brand Manager:

- will be in charge of meeting the sales targets of the Company through effective planning and budgeting;
- will be in charge of deciding strategies and techniques necessary for achieving the sales targets. He will be the one who will decide the future course of action for his team members;
- will be in charge of mapping potential customers and generate leads for the Company as well as generating new opportunities;
- will be in charge of brand promotion;
- will be tasked with motivating team members;
- will be in charge of maintaining and improving relationships with the clients;
- will be in charge of keeping the necessary data and records for future reference.

IT & Technical support:

- Identifying hardware and software solutions.
- Troubleshooting technical issues.
- Diagnosing and repairing faults.
- Resolving network issues.
- Installing and configuring hardware and software.
- Speaking to customers to quickly get to the root of their problem.
- Providing timely and accurate customer feedback.
- Talking customers through a series of actions to resolve a problem.
- Following up with clients to ensure the problem is resolved.
- Replacing or repairing the necessary parts.
- Supporting the roll-out of new applications.
- Providing support in the form of procedural documentation.
- Managing multiple cases at one time.
- Testing and evaluating new technologies.
- Conducting electrical safety checks on equipment.

7. Target Markets

Initial focus is Brazil. On a later stage other South American countries might be targeted.

8. SWOT Analysis

<u>Strengths:</u> - extensive expertise in sports betting - superb customer service - customized marketing campaigns - local payment options	<u>Weaknesses:</u> - low focus on other verticals (casino, poker, etc)
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<u>Opportunities:</u> - growing local market - selected betting offers	<u>Threats:</u> - unfavourable local licensing process - currently operating on a grey market
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9. Marketing

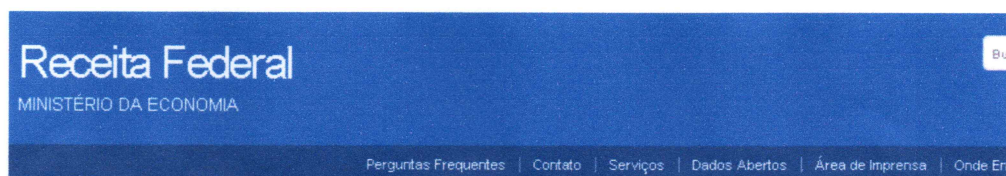
Social media and streaming platforms
TV and press media ads
Sponsorship on football teams
Sponsorship of artists and digital influencers
Sponsorship of local events

10. Financial Plan

(see BP Budget 2022-23)

11. AVS and AML guidelines

For age verification, customers must be 18+ to register and participate. When registering, customers must inform their tax ID (CPF) and date of birth, among other information. With that in hand, compliance team will check on the Brazilian tax authority (Receita Federal) if both data are consistent. In the event the CPF or DoB are not valid, customer will be contacted to rectify or else be blocked.



■ Comprovante de Situação Cadastral no CPF

Preencha os campos abaixo com os dados solicitados.

CPF:	Realizar Consulta com Captcha Sonoro
Data de Nascimento:	☐ Não sou um robô  reCAPTCHA Privacidade - Termos

O comprovante gerado não fornece informações sobre a situação econômica, financeira ou fiscal do titular do CPF, limita-se tão somente a comprovar a situação cadastral no CPF.

[Consultar](#) [Limpar](#)

Observação: para que a consulta funcione corretamente, é necessário que seu navegador esteja habilitado para a gravação de "cookies".

On AML, the Company will request personal data of every customer when registering and will confirm using several channels such as Receita Federal, as explained above, and third party companies. It will deal only with payment processing companies that have also AML policies in place, especially in regards to deposits made by "boleto" (Brazilian pre-printed payment slip), making sure the payee is the same registered customer.

Customer Service staff will receive constant training on how to detect potential fraudulent deposits. Withdrawals of pay-outs must be sent to same depositing person.

An AML policy together with the Terms & Conditions will be drafted by the Managing Director.



Initial Investment	Set up	Annual
Corporate set up (Encoore)	€ 5,000.00	€ 3,750.00
License (Antillephone)	€ 2,765.00	€ 4,500.00
Hardware	€ 3,000.00	
Software	€ 2,000.00	
Gaming SW set up & fees (G2Egames)	€ 5,000.00	
Offices	€ 10,000.00	
Others	€ 5,000.00	
Total	€ 32,765.00	€ 8,250.00

Fixed Expenses	Monthly
Hosting	€ 4,500.00
License (Antillephone)	€ 400.00
Corporate - legal	€ 1,000.00
IT team	€ 12,000.00
Customer Service team	€ 7,500.00
Offices	€ 5,000.00
Others	€ 5,000.00
Total	€ 35,400.00

Marketing	Monthly
Marketing/month (initial 6 months)	€ 50,000.00
Marketing/month (% NGR)	7%

Variable expenses	Monthly
Gaming SW set up & fees (G2Egames) (% NGR)	8%
Payment processing (% NGR)	5%
Others	3%

2022	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
Net Gaming Revenue (NGR)	€ -	€ -	€ 30,000.00	€ 50,000.00	€ 70,000.00	€ 100,000.00	€ 120,000.00	€ 140,000.00	€ 160,000.00	€ 180,000.00	€ 200,000.00	€ 220,000.00	€ 1,270,000.00
Initial Investment													
Corporate set up (Encoore)	€ 8,750.00												€ 8,750.00
License (Antillephone)	€ 7,265.00												€ 7,265.00
Hardware	€ 3,000.00												€ 3,000.00
Software	€ 2,000.00												€ 2,000.00
Gaming SW set up & fees (G2Egames)	€ 5,000.00												€ 5,000.00
Offices	€ 10,000.00												€ 10,000.00
Others	€ 5,000.00												€ 5,000.00

Fixed Expenses																								
Hosting																								€ 4,500.00
License (Antillephone)																								€ 400.00
Corporate - legal																								€ 1,000.00
IT team																								€ 12,000.00
Customer Service team																								€ 7,500.00
Offices																								€ 5,000.00
Others																								€ 5,000.00

Marketing																								
Marketing/month (initial 6 months)																								€ 50,000.00
Marketing/month (% NGR)																								€ 9,800.00

Variable expenses																								
Gaming SW set up & fees (G2Egames) (% NGR)																								€ 11,200.00
Payment processing (% NGR)																								€ 7,000.00
Others																								€ 4,200.00

EBITDA																								€ 72,400.00
EBITDA (accumulated)																								€ 201,600.00

	Year 1	Year 2	Year 3
Total revenue	€ 1,270,000	€ 2,286,000	€ 3,429,000
Total expenses	€ 981,000	€ 1,471,500	€ 1,912,950
Net result	€ 289,000	€ 814,500	€ 1,516,050
Total investments	€ 41,015	€ 60,000	€ 80,000
Profit margin (%)	22.8%	35.6%	44.2%

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