



LEGACY EIGHT CURAÇAO NV.

BUSINESS PLAN

06 MARCH 2024



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LEGACY Eight Curaçao NV has been a reference in the Lottery industry for over 18 years, operating the websites www.trillonario.com, www.wintrillions.com, and www.lottokings.com, among others. Since 2016, it has held the sublicense 8048/JAZ2016-007 granted through Antillephone NV.

It has provided millions of clients a safe and reliable website for +18-year-old people to play the best and most exciting lotteries, raffles, and casino games worldwide. Proof of that is the over 500,000 winners that have received their prizes timely and safely. Our players trust us because we are a secure and verified site allowing them to play and claim their winnings without commissions.

We have a variety of payment methods and provide a seamless user experience with clear explanations of how to play each lottery.

Among our casino suppliers, we have several of the most trustworthy referents like Red Tiger, Evolution Gaming, Oryx Gaming and Softswiss.

Legacy Eight Curaçao has had a healthy financial position throughout its history, with a team of over 20 people in Latin America, Canada and Spain.

The company seeks additional investment in further stages to boost its revenue.

REVENUE MODEL

The business is based on three main types of business models:

- **Messenger Services** – Under this model, clients select the number of their choice for the most popular lotteries and raffles in the world, and the company buy those tickets on their behalf. For that, the process is the following:
 - The client selects the lottery and the numbers they want to play
 - Upon payment, the details are sent to agents who are actual kiosks that receive the game and number selected and issue the actual tickets accordingly.
 - The tickets are saved until the day of the draw. In case they are not hit, if the numbers coincide with the ones drawn, making a winning for the player, either the company collects the prize and sends the money to the clients or, for big prizes, the client collects the ticket in person and claims their prize to the corresponding institution.
- **Insurance model** – Under the License issued by the Curaçao government, LEGACY Eight Curaçao NV. Take the bet on the outcome in the selected draw of the lotteries and raffle pledged by the clients. Clients have the same experience as if they were buying the actual tickets. The bet be insured through a Hedging Provider, a third party that provides insurance to LEGACY Eight Curaçao NV. on potential Winnings from a Bet placed on the outcome of an Underlying Lottery (the lottery conducted by the official institution, company or state) draw. In the case of small prizes, they are paid to the client by LEGACY Eight Curaçao NV., and for bigger prizes, LEGACY Eight Curaçao NV. claim the prize from the Hedging Provider, which pays the client the same amount as if they had won the underlying lottery.
- **Casino**—Through well-established and respected Casino and live games providers, clients experience the experience as if they were in a brick-and-mortar casino to play and entertain.

PRODUCTS

Lotteries

WinTrillions brings USA's most important lotteries like Powerball and Mega Millions to players to enjoy from the comfort of their homes. We also offer important European lotteries like SuperEnalotto, EuroMillions, EuroJackpot, and many more. We have over 22 lotteries for our players to choose from, including Mexico's Melate lottery.

Also unique to King's Entertainment is our ability to provide boosted jackpot, lottery insurance, magic number (which allows players to choose any lottery in the world and bet on a single number), and lottery teams so that you can win

Casino

Our casino is divided into two sections. In our virtual casino, where players can enjoy slots, table, and card games and in our live casino, they can play roulette, poker, game shows, and many other classical casino games live with real-time, real dealers. We currently have 24 slot games, 9 table games, and 5 card games available in our virtual casino and, 6 classical games including game shows are available in our live casino.

Instant Win Games

For those customers who want to enjoy playing and getting their prize right away, we offer 16 instant-win games and 24 scratch cards. Our strategy to engage players in these games is to offer free spins and later cross-promote other products once they log in to our sites.

Bingo

Our site has many bingo games available for everyone to play online. These include demos, so people can try them out before they decide to play with real money. Our games have fun themes to add a little something extra to this classic game.

OBJECTIVE

LEGACY Eight Curaçao NV aims to become one of the most successful lottery, raffle and casino websites in the mid-term, attracting a more extensive base of clients from LatAm and other countries.

BUSINESS STRATEGY

LEGACY Eight Curaçao NV looks to grow and become one of the most reliable gaming and gambling websites competing directly with Lottoland, Zeal Networks and Annexio, among others.

Due to its reputation that allows for building a solid banking structure and a comprehensive portfolio of PSPs and APMs, along with the wide range of served markets, the Curaçao Gambling license is a functional and tactical enabler for the company, not only for the strategy of today but also for the future potential expansion to other markets beyond LatAm countries.

Following a traditional guerrilla marketing strategy, LEGACY Eight Curaçao NV (LEC) use marketing tactics to surprise potential clients and gain their trust, especially those who have not had a good experience regarding customer service with the biggest and more impersonal companies. LEC uses messages that draw the attention of those players who are tired of visiting the same websites over and over. The very same fact that it is a small company provides the flexibility to address clients, adjusting its message according to the client's profile and previous history.

In addition, we use a call centre to connect with potential clients and upsell already active ones. This strategy of promoting gambling products to drive client interactions is relatively uncommon in this industry nowadays. However, it is beneficial to reach our primary-age target audiences, giving us an advantage against competitors.

Finally, we are exploring other means to keep growing, including signing agreements with suppliers and contractor staffers under a shared revenue model, which gives a series of leverages:

- Reduce future investment.
- Motivate partners to strive to maximise the time and effort invested.

- Reduce dilution of the company's value.
- Enlarge network of potential investors and partners.

The company has improved its performance enormously in the last year, with revenue increasing +20% from 2022 to 2023 after several internal changes and changes in how we reach our clients. This process will be consolidated during the year 2023.

Financials were provided for 2021 and 2023, and estimated P&L for 2023.

TARGET MARKET

South America

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- Guyana
- Paraguay
- Peru
- Suriname

North and Central America

- Belize
- Canada (Excluding Ontario)
- Costa Rica
- Dominican Republic
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama

TARGET PUBLIC

Individuals above 18 years of age with a strong concentration in people around 35-55 y/o. Middle and upper middle class.

LEADERSHIP AND OPERATIONS FLOW

LEGACY Eight Curaçao NV has reunited the perfect team to secure the needed growth for investors to trust its patrimony, partners to work with us, and employees to commit to reaching the highest standard of excellence.

The team managing Legacy Eight Curaçao NV brings together the skills and seniority to garner success, providing an outstanding client experience and a profitable investment for future investors.

LEC is an international company that brings people from different countries.

- The CEO and CFO of Kings are based in the US and Canada, respectively.
- The Head of Finance, CTO, and Mkt Manager are based in Uruguay through Litermi. SA, subsidiary Kings Entertainment Group Inc
- The Risk and Operation Manager and Payment Methods Manager are contractors based in Spain.

UBO – Kings Entertainment Group

Kings Entertainment Group Inc. is a Canadian company focused on the entertainment industry. It went public on the Canadian stock exchange in January 2022. As part of its portfolio of investments, it owns Legacy Eight Curaçao NV (LEC).

KINGS also owns LEC's subsidiaries, Bulleg Eight Limited, a Cyprus-based company, and Azteca Messenger Services, a Mexico-based company; both companies work as agents of LEC by engaging PSPs and APMs to process payments by final clients. In addition, Kings owns the UK-based firm Phoenix Digital Services Ltd and its subsidiary in Uruguay, Litermi SA; both provide IT and Mkt services to LEC exclusively.

CEO & Director

STEVEN BUDIN has been in the gambling business for over 30 years. He started at the Desert Inn in Las Vegas as a 19-year-old, the youngest casino host in registered history. By the age of 22, he became an International VIP Casino host for Caesars Palace.

By 26, Steve was already considered the father of the modern sports gambling industry after founding and operating the first online sportsbook, SDB Global in 1994. 10 years later, he built SportsAdvisors.com, the Internet's largest pay-per-view sports handicapping conglomerate.

His intimate knowledge, vast experience, and success in his gambling-related ventures make him a knowledgeable, engaging, and authentic expert in the gambling industry.

CFO & Director

KELVIN LEE has over 15 years of experience in senior financial positions with public companies in the mining industry.

His responsibilities have included the development and execution of financial strategies and operations, including regulatory reporting, financial planning and analysis, treasury, taxes and audits.

Kelvin is a CPA and CGA and holds a Diploma in Accounting (Hons) and a Bachelor in Business Administration (Hons) from the British Columbia Institute of Technology.

Legacy Eight Curaçao NV**Director**

eMoore (part of the EM Group) has been one of the most reputable legal service providers in Curaçao for over 15 years.

They have been a critical player in the online gambling market since 2005. As one of the first corporate services providers in Curaçao to recognise the need for compliance services, we quickly established a reputable name in the industry.

George Van Zinnicq Bermann is the founder of EM Group, which includes not only the Curaçao branch but also offices in Malta, the Netherlands, and Cyprus.

George is actively involved in the online gaming industry in Curaçao and is committed to making the jurisdiction an attractive and well-regulated destination for the industry.

He remains actively assisting us as clients, bringing his vast experience.

CTO and COO

Daniel Emert has over 5 years of experience in the gaming and gambling industry and over 20 years as a leader of multiple IT projects in international companies, including TCS.

As the project's COO, he is the liaison with the UBO and defines the company's business strategy. He is also responsible for recruiting investors for future stages of the firm.

His experience will be used as the **IT and Design Manager**, overseeing the site performance, cashier technology and integrations with suppliers, and the creation of the website's front end and look and feel.

Affiliate and Mkt Manager

Patricia Papa is a proven, successful team leader. She has fronted sales teams at RCI and one brick-and-mortar supermarket with one of Uruguay's leading grocery store chains. She also has over five years of experience leading sales teams in the gambling/gaming industry through digital and MOTO channels.

She negotiates agreements with affiliates, call centres, and gaming providers. She plays a pivotal role in ensuring the quality and compliance of our most strategic suppliers. She is also the main controller of our customer care services and defines client communication style.

Along with the CEO, Patricia oversees the selection of the games to be offered on the website according to the defined strategy, including the compliance and reliability of the suppliers.

Head of Finance:

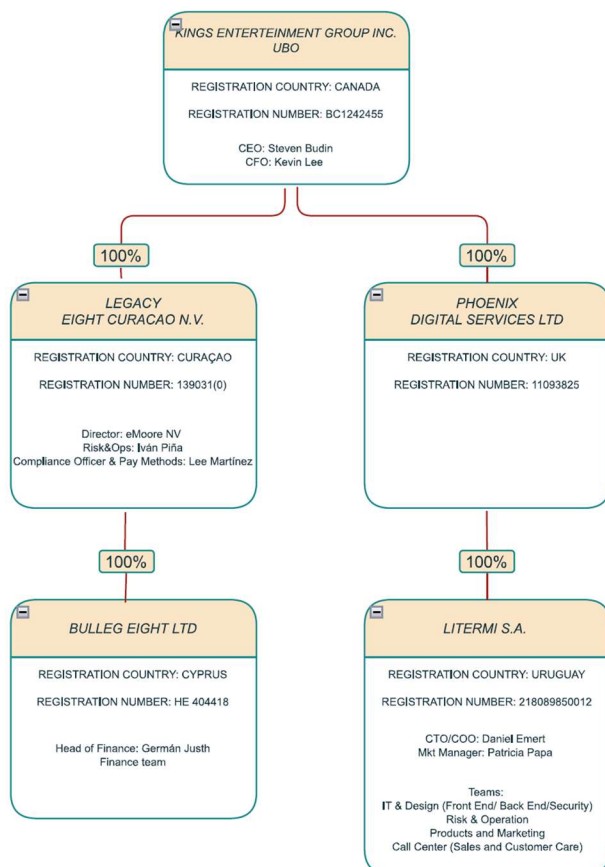
Germán Justh has over five years of experience in the gambling industry and more than twenty years of experience in C-level positions in several international firms. He is accountable for the company's financial health, processing all bills and liabilities according to the strictest controls before sending them to the directors for final approval and payment. He also oversees the annual audit.

AMLR Officer:

Iván Piña has +20 years of experience as a Risk and Operations manager working with different companies in the gambling/gaming industry. He has a profound knowledge of international AMLR regulation, a keen eye for detecting online threats and solid experience training and leading AMLR teams. He is responsible for the payment of prizes following the approved AML Policy, the execution of AML and the prevention of TF actions, and any additional measure that may be needed to keep the website as safe as humanly possible. He also checks games for any security crack that may allow abuse by players.

Payments Processing and Compliance.

Lee Martínez has +5 years as a Payment Methods Manager in the gaming industry, +10 leading projects at international organisations like Endeavor, and +10 counselling companies in a wide range of industries, from retailing to IT. He leads the negotiations with payment methods, oversees the payment flow, is the first-degree compliance liaison with payment methods and banks, and supervises the company's compliance.



This is a 100% online company with team members working from home. Communications can be done through Workspace by Google and an internal online platform.

LEGAL STRUCTURE & CURAÇAO LICENSE

A Limited Liability entity (N.V. in Curaçao) is the perfect structure. It allows the signing of service agreements with staffers and suppliers and prepares the company to receive needed investment. This structure also facilitates the compliance checks required by PSPs and banks.

Curaçao License brings a series of operational benefits to the project. Like most modern companies, LEC is an international company that brings people from different countries. However, most are close to Curaçao's and providers' time zones in the EU.

- The CEO and CFO of Kings are based in the US and Canada, respectively.
- The Head of Finance, CTO, and Mkt Manager are based in Uruguay through Litermi. SA, subsidiary Kings Entertainment Group Inc
- The Risk and Operation Manager and Payment Methods Manager are contractors based in Spain.

MARKETING

The sales strategy is driven through three main channels:

- **Affiliate**—LEGACY Eight Curaçao NV. created a network of affiliate partners through a technologically solid and win-win affiliate program to drive sales. Affiliates go through a rigorous selection process to work with us to ensure that their technology and service standards guarantee a friendly and exciting experience for the client and help LEGACY Eight Curaçao NV. to build a solid reputation as a reliable gaming/gambling website.
- **MOTO**—a database of VIP clients who are personally assisted and for whom the company tailors products, designs, and communications to their tastes. Each client has an account manager assigned to receive a truly personalised experience.

To maximise resources, a revenue share agreement has been signed with affiliates and a sales call centre to drive clients' engagement and keep at bay the need for significant investments in Marketing. This share revenue agreement allows us to create a win-win commercial partnership that motivates partners to strive for high sales performance. The sales call centre also delivers customer services to clients.

- **Organic**—LEGACY Eight Curaçao NV. has a strong image as a proven place where clients can trust and deposit their confidence to play and enjoy the most exciting games and play at the biggest jackpot lotteries; to do that, the company creates a series of online campaigns to promote LEGACY Eight Curaçao NV.'s brand among geos and the target public.

TECHNOLOGY

LEGACY Eight Curaçao NV. has owned and operated websites wintrillions.com, trillonario.com and Lottokings.com for over 17 years. It has built a solid back end, technical systems, and an attractive and compelling front end to deliver a safe, enjoyable, and flexible environment.

Its systems allow easy integration with PSPs apart from other providers based on their technological requirements, reducing the need for new-from-scratch developments.

Its technology meets the requirements for complying with the security measures expected of a gambling website; thus, clients are assured that their personal data will be protected. The company conforms to the corresponding PCI DSS level to safeguard clients' credit card credentials.

In addition, a series of AMLR rules are hardcoded according to the best practices in the industry to minimise ML & TF schemes through strict control of the client's use of the website.

The technology behind the site is *Angular* for the front end and *Laravel* for the back end. We have a back office in PHP, the database uses MySQL, and servers are hosted with Amazon Web Services in the Netherlands and Curaçao.

Rest protocols are put in place to communicate with partners, including agents, insurance company affiliates and Payment Processors, to attain stable and reliable communication processes.

The in-house-built Admin Platform holds clients' information, including purchases, refunds, and chargebacks, as well as any relevant information collected through customer care. The Operations team uses that system to access the information collected by our hardcoded AMLR alerts regarding any potential threat detected. This Admin Platform is an interface that allows them to activate any necessary measures, from refunding a purchase to checking an account or presenting a report to the AMLR Officer for further measures.

In addition, the company has a centralised, user-friendly interface with the QlikSense platform. This platform allows management to access curated information and adapt reports as needed.

PAYMENT PROCESSING

We offer a safe space with the highest security standards for clients to input their payment method coordinates and go through a seamless flow to make the payment process as easy and friendly as possible.

Among the partners, there are:

- Nuvei Commerce, LLC, one of the most trustworthy and reliable Payment Service Providers in the world, trusted by many of the biggest companies in this industry,
- BZPAY, a Mexican-based leader in the payment processing industry.
- Directa24 international referent in providing dynamic checkout experience associated with local payment methods in LatAm.

Our strategy incorporates the most popular payment methods in each LatAm country to provide clients with a culturally tailored experience.

BANKING

The company does not collect payments directly from clients; 100% of the revenue is processed by the PSPs and APMs and settled into the corporate banking accounts.

Legacy Eight Limited's bank accounts with:

- <https://www.paymix.eu/>
- <https://wallter.com/>

MAIN SUPPLIERS

- Can-Call Management Inc. is a contact centre with highly experienced staffers who master the necessary skill sets for successful client-oriented inbound and outbound telemarketing and customer care interactions, including up-sell, cross-sell, reactivation, customer retention and loyalty programs.
- EU Lotto Ltd is the Hedging Provider for the insurance model described above. EU Lotto is the company behind Lottoland, one of the world's most prominent and most respected gaming and gambling companies, with several gaming and gambling licenses. Through their services, each bet on the outcome of an official lottery and raffle is secured, so for big prizes, EU Lotto Ltd. replicates the pay-out structure of the Official Lottery Draws; additionally, the winning amount be calculated as if it were shared with the official winners.
- Ticket Agent:
 - Lotería Castillo is a Spanish licensed seller of the official raffle and lottery issuer Lotería y Apuestas del Estado.
 - Lotterytech Ltd. is an IT provider that connects gaming companies with official ticket issuers.
- Gaming Providers
 - G Gaming Ltd is a regulated gaming provider licenced by the UK Gambling Commission.
 - Bragg hub is part of Bragg Gaming Group, whose companies are licensed and regulated by the Malta Gaming Authority, Romania Gaming Authority and the UK Gambling Commission.
 - Softwiss holds several licenses in the gaming industry.

INTERNAL CONTROLS

Legacy Eight Curacao N.V. adopts high accounting, administrative and internal control standards. The main guidelines are:

- The company generate monthly accounting reports to provide management with real-time information for decision-making.
- Monthly reports are issued to help management follow administrative and accounting procedures to guarantee the flow of information and documentation correctly and efficiently. These procedures can be adapted to the growth of the structure and the business in general.
- The invoices received are approved (signed) by the user of the corresponding service before being sent to Finance for registration and subsequent payment.
- No payment can be made without the corresponding support.
- The Head of Finance approves payments and sends them to the Directors for execution.

• Current license attached – Registered URL:
 • WWW.LOTTOSENAL.COM
 • WWW.LOTTOKING.COM
 • WWW.TRELLONARIO.COM.MX
 • WWW.TRELLONARIO.COM
 • WWW.TRELLONARIO.COM
 • WWW.WINTRILLIONS.COM
 • WWW.CASINOVERDE.COM (NON-ACTIVE)