

<b>History and current status</b>	<p>Betting.com Srl, founded in 2009, is a sports fan company, with the following business lines:</p> <p>A. <b>News for on line sport betting:</b> in the last twelve months betting.com reached 10 million visits totally with a 200K customer base.</p> <p>B. <b>Fantasy sports:</b> offers fantasy sports with daily games for real money. Players can draft a new team at any point, face-off with another player, but for real money.</p> <p>This line of business was launched online only in the second half of 2012.</p>
<b>Key financial figures - actual</b>	<ul style="list-style-type: none"> <li>- <b>Revenues 2012: € 1.2 M</b></li> <li>- <b>Revenues growth 2012/2011: 40%</b></li> <li>- <b>EBITDA 2012: € 0.27 M (22.5% revenues)</b></li> <li>- <b>EBITDA growth 2012/2011: 30%</b></li> </ul>
<b>Market size and competition</b>	<p>The Italian gaming market is one of the largest in Europe, with a high growth of revenues.</p> <p>The other most important market in Europe are:</p> <ul style="list-style-type: none"> <li>- UK and Ireland</li> <li>- Germany</li> <li>- France</li> <li>- Spain</li> </ul> <p>Worldwide gambling market is expected to grow at a CAGR of 6% during the period 2013-2018. Increasing their penetration, increased device capability and the confidence of users are driving the market growth.</p> <p>Fantasy sports is a new disruptive online consumer technology industry and represents a new way to consume and watch sports. Even Fantasy sports growths in the world, above all in U.S.A. and Canada:</p> <ul style="list-style-type: none"> <li>- 2013: 40 million fans in the U.S.A. and Canada (up 25% y/y);</li> <li>- average annual spending per Fantasy players in the U.S.A. and Canada: \$ 350 (up 50% y/y);</li> <li>- 2 Big US Competitors: Draftkings and Fanduel;</li> <li>- total Fantasy sports players in the world: 140 million (30% in U.S.A. and Canada);</li> <li>- Fantasy sports players in EU: 30 million;</li> <li>- in Europe there are no strong competitors.</li> </ul>
<b>Founders, Investors and Management Team</b>	<p>Bruno Leoni – CEO</p> <p>Before betting.com Srl: Head of International Business at mobile company in Europe and Senior Consultant at an ICT company.</p>
	<p>Giacomo Volpi - CFO</p> <p>Worked as consultant on major M&amp;A transaction in the betting industry.</p>
	<p>Matteo Rossi - Board member and investor</p> <p>Matteo is working in insurance industry.</p>
	<p>Luca Verdi - Investor</p> <p>Luca is working in the business of payment on line.</p>

<b>Strategies and development plan</b>	<p><b>Betting.com is focused on sports fan needs.</b> After success in gambling, its management have recently launched business line for fantasy sports, whose growth trend is absolutely strong.</p> <p><b>Leveraging on the main assets of Betting.com</b> (traffic and customer base), <b>the aim of its management is to become one of the most important and complete player in the overall market of sports fan on line services.</b></p> <p>As regards fantasy sports, it has a different take on the traditional Fantasy sports game model used in Europe introducing:</p> <ul style="list-style-type: none"> <li>- a higher frequency model;</li> <li>- cash prizes;</li> <li>- high-quality real-time data.</li> </ul> <p>Instead of games lasting the whole season, Fantasy players play and win in as little as a day. While in traditional Fantasy sports leagues, league winners are only declared after the entire season ends and players often drop out as the season progresses, in fantasy sports of Betting.com the leagues last one day or the weekend and prizes are paid out immediately as soon as games finish.</p> <p>Betting.com books revenues from taking a 10% commission on each of the match-ups, although when you sign up you can play also for free.</p> <p>The game will be integrated with Twitter and Facebook, allowing players to brag about their wins. It will cover Soccer, Basketball, Tennis, Volleyball, American Football, Baseball, Ice Hockey focusing first on Europe.</p> <p>Quick expansion opportunities (markets and sports) are due to easiness of technology development.</p> <p>As regards the other line of business, its growth will be driven by improvement in traffic and conversion rate.</p>
<b>Investment Round</b>	<p>A. Investment type: <b>Series A</b></p> <p>B. Funding required: <b>€ 2 M</b></p> <p>C. Use of proceeds:</p> <ol style="list-style-type: none"> <li>1. Marketing campaigns and customer acquisition: <b>€ 1.8 M</b></li> <li>2. Hiring: <b>€ 0.2 M</b></li> </ol> <p>In US Fantasy sports companies raised a total of \$ 750 M.</p>
<b>Key financial figures – forecast 2016</b>	<ul style="list-style-type: none"> <li>- Revenues: € 6 M</li> <li>- Ebitda/Revenues: about 25%</li> </ul>