

# Investment Memorandum

05.08.2024

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No license and no prospectus required for this activity.**



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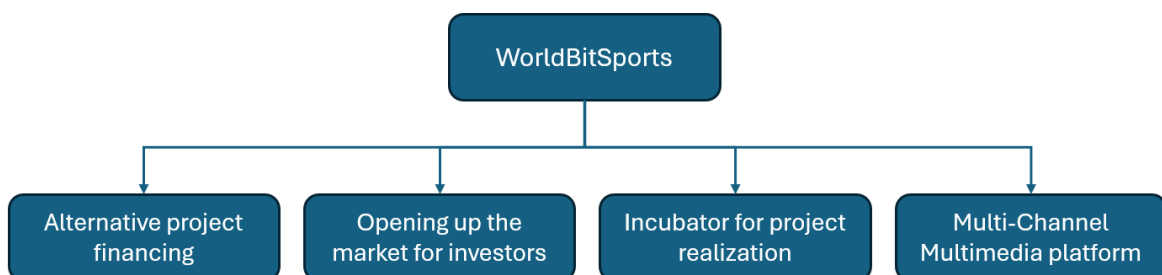
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## 1. Overview WorldBitSports

The sports sector is a billion-dollar market currently dominated by a few institutional investors. WorldBitSports aims to change this situation by removing existing market entry barriers and opening the global sports market to investors of all kinds. WorldBitSports creates a unique synergy between fans, investors, athletes, and sports organizations, enabling new ways of financing and supporting sports projects.

At the same time, WorldBitSports supports athletes and clubs as an incubator, actively helping them implement projects in the best possible way and allowing even small investors to participate in a variety of sports projects to build a diversified portfolio. By creating a multimedia landscape tailored to the possibilities of the WBS Plaza, WorldBitSports creates a new level of fan involvement and helps project sponsors to optimally address and monetize their fan base.



## 2. Target Groups

Through its unique business model, very special corporate structure, and broad expert team, WorldBitSports takes a holistic view of the market and thus serves several business fields, unlike traditional credit financiers, business angels, and venture capital providers, thereby addressing different target groups.

### 2.1 Project Sponsors

Athletes, clubs, sports organizations, coaches, and other stakeholders in the sports sector can implement their projects through the online platform and are therefore defined as the target group. The sports sector, depending on the sport, has a high to very high degree of commercialization but is also strongly driven by the emotions of the fans. Therefore, charities associated with the sports sector can also be considered as potential project sponsors.

## 2.2 Investors

The sports sector is one of the largest global markets and attracts investors of all kinds. The projects implemented through WorldBitSports offer attractive return opportunities depending on the type of project. By overcoming market entry barriers, WorldBitSports can target not only the currently dominant large investors but also small investors.

## 2.3 Fans

Despite the generally high degree of commercialization, the sports sector is heavily influenced by the emotions and engagement of the fans. Unlike traditional investors, fans pursue additional altruistic goals and only want to support projects, clubs, or athletes that align with their beliefs. The difference is their intrinsic motivation. Therefore, fans should be considered separately from traditional investors and usually appear as small investors.

# 3. Brief Overview: The USPs of WorldBitSports

Despite the immense and continuously growing global market and the high degree of commercialization, the market environment in the sports sector remains very challenging for new entrants of any kind. Athletes, clubs, related companies, sponsors, and interested investors can rarely sustain themselves in the market.

WorldBitSports aims to change this and seeks to revolutionize the market. The unique concept allows for a multidimensional view of the market, includes different target groups, and offers solutions that enable WorldBitSports stakeholders to position themselves in the market sustainably.

At its core, WorldBitSports offers four unique selling points (USPs) tailored to the needs of the respective target groups, which are detailed below.

## 3.1 Alternative Financing Model

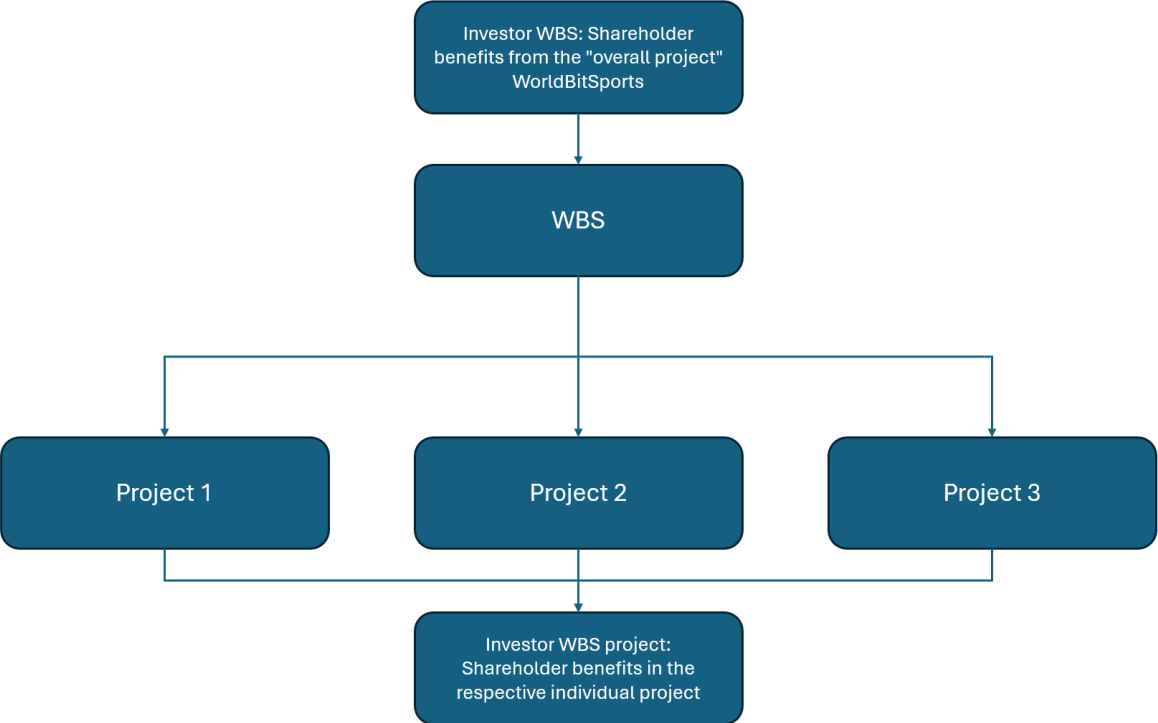
Analogous to the increasing degree of commercialization, the capital requirements for top athletes, clubs, and sports organizations continue to rise. This is accompanied by increasing challenges in capital procurement.

With its unique concept, WorldBitSports offers athletes, clubs, and other actors in the sports sector an alternative form of financing by bringing together clubs, athletes, and affiliated organizations as project sponsors with interested investors, fans, and institutional participants on one platform. By opening up alternative financing options, dependencies on traditional capital providers and the costs of debt financing can be reduced.

### 3.1.1 Issuance Model

As part of the share offering, WorldBitSports follows a two-stage issuance model. In the first stage, investors have the opportunity to invest directly in the WorldBitSports platform. The capital raised is used for the expansion of the platform, the integration of additional functions, and the development of the multi-channel multimedia platform. In the second step, interested investors have the option to invest directly in projects listed on the platform. The purchased shares represent shares in the respective project.

The owners of the respective shares are entitled to corresponding shareholder benefits. In other words, users buy project shares and thus directly benefit from the success of the respective project. WorldBitSports provides the technical platform and the framework for this process and acts as a mediator between project sponsors and investors.



### 3.1.2 Shareholder Benefits

Through WorldBitSports, interested investors can acquire shares in the overall project WorldBitSports or in the individual projects listed on the WBS Plaza. Like a non-voting share, these shareholders can benefit from corresponding shareholder benefits.

If the share is linked to a profitable project<sup>1</sup>, In the case of successful implementation, a profit share comparable to a dividend can be distributed. At the same time, the shareholder benefits from the project's appreciation in value in the event of success.

a profit participation comparable to a dividend can be distributed upon successful implementation. At the same time, the shareholder benefits from the increase in the value of the project in the event of success.

Additionally, shareholders can be called upon to vote on specific projects, giving them the opportunity to influence the course of the projects. The so-called "voting rights" are transparently exercised by the respective shareholders via the blockchain. Voting is user-friendly through the WBS Plaza and does not require any special knowledge. The voting rights are released by the project sponsor. However, shareholders do not have an inherent right to them.

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<sup>1</sup> WorldBitSports can also do altruistic projects without the goal for profit

### 3.1.3 Transferability & Tradability of Shares

The shares issued by WorldBitSports can be transferred and traded via the blockchain technology integrated into the platform. This ensures a high degree of flexibility for investors, allowing them to buy and sell shares as needed.

### 3.1.4 Regulation of Shares

The issuer of the shares is WorldBitSports BV, based in Oud Gastel. As a Dutch company and issuer, the shares issued as part of the offering are subject to the supervision of the Autoriteit Financiële Markten (AFM). Both WorldBitSports itself and individual project-related offerings are submitted to the Autoriteit Financiële Markten.

### 3.1.5 Scope of the Offer

WorldBitSports distinguishes between two application cases depending on the planned capital collection amount. According to the regulations specified by the Autoriteit Financiële Markten, the implementation of the offer with a volume of up to €4,999,999 is exempt from the general prospectus requirement and the associated requirements. This allows for a time- and cost-efficient implementation of the projects listed through WorldBitSports. The limit is understood for the period of one fiscal year. A renewed capital collection for the same project is also possible without the general prospectus requirement in the following fiscal year. If a capital requirement of over € 5,000,000 per year is needed for project implementation, the preparation of a prospectus is required. The expert team behind WorldBitSports is capable of accompanying all process steps for the implementation of the prospectus.

### 3.1.6 Functions of the Smart Contract

WorldBitSports relies on blockchain technology to manage capital flows, distribute shareholder benefits, and facilitate shareholder voting. Specifically, the FUSE chain is used, a side-chain of the Ethereum network capable of implementing smart contracts.

These smart contracts can define rules and automation transparently for the public in advance. WorldBitSports uses smart contracts in the implementation of projects listed on the platform, allowing for transparent control of payment flows within the capital collection process.

## 3.2 Opening the Sports Sector for Investors

Access to the sports sector is particularly challenging for investors with small capital stocks. This is especially true for investors who prefer a diversified portfolio and want to spread their capital accordingly. With its concept, WorldBitSports opens up alternative ways for interested investors to participate in the sports market.

### 3.2.1 Overcoming Market Entry Barriers

Through its special concept, WorldBitSports overcomes the current market entry barriers in the sports sector, opening up the lucrative growth market to the general public. Unlike traditional equity investments, WorldBitSports allows for the acquisition of not only shares in a company but also specific projects of a sports club, athlete, or affiliated company. The increased flexibility of the WorldBitSports offering thus expands the possibilities for interested investors.

All projects listed on the WBS Plaza are further supported by a team of industry experts to ensure the best possible implementation. Additionally, projects benefit from existing networks. The exercise of voting rights granted as part of the projects is further possible directly on the WBS Plaza with minimal time investment.

In summary: WorldBitSports has identified and largely anticipated the common market entry barriers with its unique concept.

### 3.2.2 Diversification Options

To diversify one's financial portfolio, a correspondingly extensive capital stock is usually required. Therefore, capital diversification is particularly challenging for small investors. WorldBitSports opposes the general financial market trend and allows small investors to enter projects with minimal investment sums, enabling them to build a broad portfolio of sports projects.

Through the WBS, interested investors can directly participate in the overall project WorldBitSports and thus in future successfully implemented projects in the sports sector. Since the added value of the WBS is oriented towards the number of implemented projects and their success, it is classified as a diversified product.

Further, it is possible to acquire shares in projects listed on the WBS Plaza in the future. WorldBitSports has kept the minimum investment limits very low due to the efficient blockchain infrastructure in the background. Thus, even a small capital stock can be spread across multiple projects, achieving a high degree of diversification.

### 3.2.3 Simple Management via the WBS Plaza

The usability of the online platform is seen as one of the key factors for the sustainable success of WorldBitSports. The blockchain technology used by WorldBitSports in the background has been avoided by many financial market participants in the past due to its high complexity despite significant efficiency advantages and its versatile application options.

The WBS Plaza provides interested investors with a central, easy-to-use online platform where all projects and the respective project progress of WorldBitSports are clearly presented. At the same time, the management of all projects is possible via the WBS Plaza. The shareholder benefits associated with the projects can also be claimed and viewed at any time on the WBS Plaza.

## 3.3 WorldBitSports as an Incubator

WorldBitSports not only sees itself as a financing platform but also as an incubator that supports projects from the idea to successful implementation. This includes a comprehensive service portfolio tailored to the specific needs of project sponsors.

The following chapters provide an overview of the service portfolio and briefly describe the individual service offerings.

### 3.3.1 Full-Service Provider

WorldBitSports offers comprehensive support for projects through specialized services in the areas of law, finance, technology, and marketing. This ensures professional implementation and increases the chances of project success.

### 3.3.2 The Legal Framework

Legal advice and support include the drafting and review of contracts, compliance with regulatory requirements, and ensuring the legal conformity of projects.

### 3.3.3 The Technical Framework

Technical support includes the development and implementation of the necessary IT infrastructure, including blockchain integration, the design of smart contracts, and digital wallet solutions that ensure the highest level of usability.

### 3.3.4 Supportive Project Management

WorldBitSports provides experienced project managers who oversee and coordinate the entire project process. Their responsibilities include planning, executing, and monitoring the projects, as well as proper documentation and communication with external stakeholders.

### 3.3.5 Provision of an Expert Network

WorldBitSports has an extensive network of experts from various fields who advise the project sponsors. This includes professionals from the fields of sports management, finance, law, technology, and marketing.

### 3.3.6 Project Evaluation

All projects listed on the WBS Plaza are evaluated by a specialized team to maximize their chances of success. This includes a thorough analysis of market opportunities, financial feasibility, and strategic alignment.

### 3.3.7 Central Management of All Projects

The WBS Plaza serves as a central platform for the management and control of all projects. This enables efficient communication and collaboration between the various stakeholders.

### 3.3.8 WBS Plaza as a Central Hub

The WBS Plaza provides a comprehensive overview of all projects and their progress. This includes detailed project descriptions, status reports, and relevant documents, which are regularly updated.

### 3.3.9 Reaching the Right Community

WorldBitSports relies on targeted marketing measures to reach the right audience and successfully finance the projects. This includes the use of social media, influencer marketing, and PR campaigns. Additionally, WorldBitSports is currently developing its own multi-channel multimedia platform.

### 3.3.10 User-Friendly Mobile App

The user-friendly mobile app from WorldBitSports allows users easy access to projects and their management. This includes the creation and management of wallets, claiming project successes, and trading security tokens.



### 3.3.11 Seamless Onboarding

The onboarding process for new users is designed to be simple and intuitive. This includes registration, verification of personal data, and setting up digital wallets. The onboarding complies with the requirements set by regulatory authorities.

### 3.3.12 Secure Storage of Assets

The digital assets are securely stored in the individual wallets of the users. The security of the platform is ensured by modern encryption technologies and regular security checks. Users are further protected against the loss of their access and the assets stored therein.

### 3.3.13 Hosting and Maintenance

The IT infrastructure of WorldBitSports is professionally hosted and maintained to ensure smooth operation and high availability of the platform.

### 3.3.14 Security as a Priority

The security of users and their digital assets is a top priority at WorldBitSports. This includes protection against cyberattacks, safeguarding user data, and ensuring the integrity of the blockchain.

### 3.3.15 Payment Service Provider

WorldBitSports collaborates with leading payment service providers to enable secure and efficient transactions on the platform. This includes the integration of various payment methods and real-time payment processing.

## 3.4 Multi-Channel Marketing & Fan Involvement

At the launch of the platform, WorldBitSports will already be able to communicate exclusive content such as videos, images, blog entries, and news about WBS projects and the world of sports to its community via the WBS Club. However, the WBS Club is only the starting point for a multi-channel multimedia platform that will be developed in 2025.

The goal of this platform is to combine the advantages of blockchain technology, the traction of projects listed on the WBS Plaza, and the existing networks of affiliated athletes, clubs, and other organizations into a unique experience to achieve a new level of fan involvement.

The online platform of WorldBitSports is a custom-developed software solution created by an internal development team. Due to the existing internal know-how and the open structure, not only can additional self-developed functions be integrated, but also external services can be integrated relatively time- and cost-efficiently.

In direct exchange with the stakeholders, multimedia and marketing channels tailored to the respective fan base can be integrated, which, due to the individual adaptation to the target groups, have significantly lower scatter losses and thus high efficiency in targeting. The basic requirement for this is a corresponding size of the fan base to justify the associated effort.

Agreements have already been made with stakeholders who have sufficient traction, and initial core functions have been defined.

### 3.4.1 NFTs

Non-fungible tokens, or NFTs, are unique crypto tokens that cannot be replicated arbitrarily. In practice, they serve to uniquely prove digital ownership. Due to their properties, NFTs are often referred to as digital collectibles.

During initial discussions with clubs and athletes, "ticketing" was identified as a potential application area for NFTs. Tickets for stadium visits or other events can be digitized via NFT and conveniently stored in the Google or Apple Wallet directly on the smartphone. Displaying on the screen or printing is also possible at any time. By linking the ticket with an NFT, the digital ticket remains permanently linked in the user's wallet as a memory of the event and can be shared with friends and acquaintances if necessary.

Separate from this, physical items can also be linked with NFTs. In this context, they serve as proof of ownership, which can be provided digitally and shared online.

### 3.4.2 Shop-in-Shop System

At the heart of the multi-channel marketing platform are fan engagement, fan involvement, and monetization of the fan base. The starting point for this is the shop-in-shop system, where clubs, athletes, sponsors, and affiliated companies and organizations can offer their products and services to their fans and the WBS community.

By creating its own shopping system, WBS can provide each stakeholder with their own shop, which can be filled with products and services by the internal WBS support team or managed independently. The software foundation for this is already in place and equipped with numerous industry-standard features.

This offers the end customer a positive customer journey, allowing them to access the usual comfort features of a leading online shop and a wide range of established payment methods. At the same time, the shop operator is provided with basic statistics on shopping behavior, an order management system, an integrated payment and billing process, and internal 1st level support for technical problems. Easy-to-understand training ensures that the shop can be managed independently by the operator.

The individual shops can be directly linked to the internal loyalty<sup>2</sup> and ambassador program<sup>3</sup> upon request.

### 3.4.3 Promotion Areas & Targeting

Through the functions of the loyalty and ambassador programs, a deep analysis of customer behavior is possible. The customer data collected allows for the definition of fine-grained target groups, classification of customers, and targeted addressing.

**Excursus: Data Protection in Customer Data Collection** In the context of the loyalty and ambassador program, specific purchases, purchase behavior, and favorite athletes, clubs, and sponsors can be identified. Data on customer acquisition is also collected and processed accordingly. When tracking customer behavior, data protection requirements are fully complied with. Furthermore, tracking can be stopped by the customer at any time.

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<sup>2</sup> See 8.5.4

<sup>3</sup> See 8.5.5

By placing promotion areas within the multi-channel marketing platform, the WBS community can be addressed and brought into contact with products, services, and events. Combined with the collected customer data, these promotion areas can be filled with content that best matches the respective target group. The result is significantly lower scatter losses in customer communication through optimized targeting and potentially higher conversion rates.

#### 3.4.4 Loyalty Program

For athletes and clubs, a deep connection to the fan base is an essential cornerstone in marketing. The factor of customer loyalty is also of utmost importance to sponsors and companies associated with athletes and clubs.

WorldBitSports is aware of this and provides the above-mentioned stakeholders with a tool to permanently bind themselves to fans and customers within the loyalty program.

**Excursus: What is a Loyalty Program?** Loyalty programs (often referred to as reward programs) are a marketing strategy. They aim to build long-term relationships between a company and its customer base and increase trust in the brand or company. To achieve this, customers are offered added value or incentives. Examples include increased discounts, rewards, special offers, or exclusive events.

Within the loyalty program, the WBS community has the opportunity to be rewarded for actions and purchases. The multi-channel marketing platform will be equipped with an appropriate affiliate system, which, thanks to the connection to leading affiliate agents, can excite the WBS community with a very high number of well-known partners from the start.

The community receives real added value at no additional cost. At the same time, clubs, athletes, sponsors, and affiliated companies have the opportunity to bind customers to themselves through promotions and special discounts.

#### 3.4.5 Ambassador Program

The success of the multi-channel marketing platform significantly depends on whether a sufficiently large community can be built. In this context, a "critical mass" is spoken of. Once a sufficiently large community has been formed, it attracts interested sponsors, shop operators, and other partners who want to participate in the platform and serve as multipliers if they engage in marketing, allowing the community to grow disproportionately.

To provide an incentive for stakeholders of this kind, the WBS ambassador program has been developed, a marketing tool with high reach. Stakeholders have the opportunity within the ambassador program to monetize their community. For each recruited community participant, they receive a predefined revenue share. In other words, if the recruited person generates revenue, regardless of the type and channel, the recruiting ambassador receives a commission based on the revenue – and this is permanent.

It does not matter whether the recruiting stakeholder operates their own shop or other sales options within WorldBitSports. Thus, non-profit organizations can also benefit from the ambassador program<sup>4</sup>.

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<sup>4</sup> Details in chapter 11

### 3.4.6 Social Engine & Community Voting

Sports are heavily driven by emotions and interactions between clubs, athletes, and fans. Not only ultras but also the broad masses can strongly identify with their favorite club or athlete, provided it aligns with their self-image.

Integrating an internal social engine to connect the community and provide options for self-expression within the WBS community is a logical step in the development of the multi-channel marketing platform. At the same time, a system for community voting is established, allowing project sponsors, sponsors, clubs, athletes, and fans to start surveys and gather a broad range of opinions.

In combination with the individual functional modules of the platform, the social engine and voting tool can achieve significant synergies among the marketing tools and a high level of fan involvement in the overall view. The following are a few examples:

#### 3.4.6.1 NFT Ticketing as a "Trophy":

Festival wristbands, printed concert tickets, or program booklets are often kept by fans as memorabilia of the special event or worn proudly on the wrist. With the NFT ticketing function, such memorabilia can be carried digitally at any time. In combination with the social engine, these "trophies" can also be presented to the WBS community and beyond. The option to create personal showrooms with such NFTs could be a meaningful extension of the multi-channel marketing platform.

#### 3.4.6.2 Initiating Fan and Marketing Events:

The social engine will offer the opportunity to create their own communication channels for athletes and clubs, as well as affiliated organizations. Fan clubs can communicate their events to the WBS community. Through a direct connection to the club or athlete, official events can also be promoted and managed on the platform.

In addition to the announcement itself, the loyalty and ambassador program and the NFT ticketing system can be used for such events. Likewise, sponsors can also use the platform to promote and manage events, leveraging the reach of the WBS community for their purposes.

#### 3.4.6.3 Gathering Fan Opinions:

The community voting tool can be made available to both the WBS community, especially fans, and athletes, clubs, and affiliated companies. This tool offers a certain gamification of the platform. However, its primary benefit lies in gathering the current opinion and mood of the community on specific topics.

In this way, valuable customer insights can be gathered in advance for new products and services, as well as events from the community's perspective. Beyond market research, this tool can achieve a new level of fan involvement. For example, fans can vote on when certain fan events should take place or which promotional actions they prefer in the future.

## 4. The WBS Plaza

The WBS Plaza is the heart of WorldBitSports. The online platform connects project sponsors, interested investors, and the sports community, allowing investors to manage

their portfolio and associated shareholder benefits. At the same time, the platform centrally and clearly presents all project information and progress and serves as a management environment for the project managers of WorldBitSports. Through the WBS Club and the multi-channel marketing platform planned for 2025, fans, investors, project sponsors, sponsors, and affiliated companies are connected.

The WBS Plaza can be used both via a web browser and a smartphone app for Android and Apple devices. Using the WBS Plaza, making investments, and managing them does not require specific expertise and is designed to be user-friendly to ensure low entry barriers.

## 5. Revenue Sources of the WBS Plaza

WorldBitSports can draw on multiple revenue sources. In addition to market-standard fees for setting up and managing projects and profit participation, WorldBitSports' approach opens up alternative revenue sources in sponsorship and allows for charging advisory fees through the existing expert team. The individual revenue sources are detailed in the following chapters.

### 5.1 Setup Fee

WorldBitSports allows the implementation of various sports projects. Due to the high degree of customization, each project is individually managed by the expert team behind it. WorldBitSports sees itself as a holistic service provider, which, in addition to the technical and legal framework, always provides individual support.

Therefore, a corresponding setup fee is charged for setting up a new sports project, the amount of which is based on the size and complexity of the project. This ensures that "passion projects" with low return potential can also be implemented through WorldBitSports.

### 5.2 Exit Fee

Registration with WorldBitSports and the use of the WBS Plaza is free of charge for interested investors. The investment process itself is also free of charge for investors. However, transaction costs are incurred during the payout or exit, which are passed on to investors as a flat rate. This amounts to 4% of the payout volume.

### 5.3 Management Fee

The management fee covers ongoing costs for the accessibility of the online platform and thus the project, as well as the continuous expansion of the WBS Plaza and its functionality. A team of IT experts also ensures the security of project-related and personal data. The fee is based on the gross issuance proceeds and is borne by the project sponsor. Investors do not pay a management fee.

### 5.4 Profit sharing

In addition to the management fee, WorldBitSports receives a profit participation based on the net project profit for selected projects<sup>5</sup>. This fee is only due when the projects

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<sup>5</sup> Charity projects are excluded

reach a certain success milestone. This fee is borne exclusively by the project sponsor and does not affect the investors.

## 5.5 Sponsorship

WorldBitSports generates revenue through sponsorship agreements with companies interested in the visibility and reach of the platform. These agreements offer sponsors advertising opportunities within the app and on the platform.

## 5.6 Advisory Fees

WorldBitSports offers consulting services for clubs and sports organizations that need support in implementing their projects. These services include strategic consulting, technological implementation, and marketing support.

# 6. Revenue Sources of the WBS Multi-Channel Marketing Platform

WorldBitSports will develop its own multi-channel marketing platform in 2025, tapping into the current trend for digital innovations within the sports industry. This platform opens up entirely new revenue sources for WorldBitSports, which are detailed below.

## 6.1 Setup Fee

WorldBitSports opens new multimedia platforms for clubs, athletes, and affiliated companies that, combined with the option to acquire real shares in club and sports projects, allow for a new level of fan involvement and significantly strengthen fan engagement.

The prerequisite for this is the setup of a corresponding multimedia channel that can present relevant content about the club, the athlete, affiliated companies, and the project progress with a high degree of usability.

The technical basis for creating a multimedia platform was already established with the WBS Club. This platform is to be set up for the respective project sponsor. The associated effort is billed as a one-time fee.

At the same time, WorldBitSports will offer a shop-in-shop system in the medium term, where athletes, clubs, and affiliated companies can offer products, events, and other items and services to their fans and the WBS community. The setup of this shop is also associated with a one-time setup fee.

## 6.2 Transaction Fees

WorldBitSports allows the marketing of products and services to fans and the WBS community through the shop-in-shop system and connected multimedia channels.

As a modern marketing platform, WorldBitSports offers its community payment methods such as SOFORT, credit card payments, or PayPal. The integration of a reliable payment service provider and the management of payment flows involve corresponding effort and transaction fees.

This effort and the resulting fees are billed to the respective project sponsor or shop operator by WorldBitSports.

## 6.3 Revenue Share

Through the multimedia platform and the shop-in-shop systems in particular, WorldBitSports enables the sale of products and services. In the event of a successful sale, the online platform charges a market-standard commission, which is to be paid by the project sponsor or shop operator.

## 6.4 Hosting Fees

WorldBitSports has a trained team of IT experts who continuously monitor the online platform, ensure the security of personal data and the platform in general, and guarantee minimal server downtime. The platform is also continuously developed. New or improved features are provided regularly.

The associated effort is covered by a regular hosting fee, which is to be paid by all shop operators and project sponsors.

## 7. Revenue Profitability Forecast<sup>6</sup>

WorldBitSports B.V.		Stub Year 2024	2025	2026	2027	2028	2029
Contributions in Euro excluding VAT							
1	Expected Revenue	-	5.635.000,00	5.601.100,00	9.062.433,33	13.288.766,67	19.660.100,00
2	Founding Capital						
2.1	Founding Capital / Initial Contribution	33.770,00					
2.2	Token-Sale (Pre-Sale) WorldBitSports B.V.	2.000.000,00					
2.3	Token-Sale (ICO) WorldBitSports B.V.		3.000.000,00				
3	Personnel Costs	-	1.143.750,00	1.143.750,00	1.443.750,00	1.468.750,00	1.493.750,00
4	Gross Profit	-	4.491.250,00	4.457.350,00	7.618.683,33	11.820.016,67	18.166.350,00
5	Operational Costs						
6	Total operational costs:	85.000,00	952.000,00	794.500,00	828.500,00	919.000,00	919.000,00
9	Profit / Loss Before Taxes (EBIT)	-	85.000,00	3.185.325,00	3.296.565,00	6.111.165,00	9.810.915,00
10	Cumulative Values	-	85.000,00	3.100.325,00	6.396.890,00	12.508.055,00	22.318.970,00
11	Liquidity (Year-End) See Liquidity Plan	898.170,00	4.313.648,25	5.668.494,40	7.397.595,88	10.419.156,20	11.110.906,53

Beispielhafter kalkulatorischer Investitions-Case auf Basis der Umsatz-/Rentabilitätsvorschau (Angaben ohne Gewähr)								
Renditekalkulation für Token-Investoren								
	Invest 2024	2025	2026	2027	2028	2029	Summe Jahr 2-5	
	100.000,00 €	6.949,80 €	7.192,51 €	13.333,45 €	21.405,63 €	33.867,52 €	182.748,91 €	
		6,95%	7,19%	13,33%	21,41%	33,87%	82,75%	
<b>kalkulatorische Durchschnittsrendite Jahr 2-5</b>								
<b>13,79%</b>							<b>82.748,91 €</b>	<b>Gewinn</b>

## 8. Investment Risks

"The greater the profit, the greater the risk." This rule of thumb often applies in the sports industry. The projects offered on the PLAZA always involve a certain level of investment risk. Even if extensive measures have been taken in advance to secure the investments through detailed analysis by the expert team, there is always a risk.

### 8.1 Financing Risk

The business of WorldBitSports requires a substantial amount of working capital. In many cases, working capital is needed to finance the payment of salaries and the execution of

<sup>6</sup> Detail can be found in an extra excel spread sheet

projects before client payments are received. The required working capital could increase if WorldBitSports enters into certain usage-based contracts without advance payments or if payment schedules become less profitable. In such situations, WorldBitSports might need to borrow funds to meet its working capital needs. Continued increasing pressure on the working capital requirements could have an adverse effect on the financial condition and operating results.

## 8.2 Intellectual Property Risks

WorldBitSports's business could be affected by strategic reluctance or inability to protect its existing and future intellectual property rights. In our opinion, filing for patents reveals too much of our valuable technical information, which could potentially be used by WorldBitSports's competitors. As a result of this strategic choice, WorldBitSports does not possess patents for the technology it uses or its unique ability to finance sports projects. Therefore, there is a risk of fast followers poaching customers and projects, thereby endangering the success of WorldBitSports.

## 8.3 Customer Loss Risk

Although WorldBitSports has long-term relationships with customers and partners for the purchase of its services, we cannot guarantee long-term commitments. As a result, WorldBitSports is dependent on recurring purchase orders to a certain degree. There is no assurance that WorldBitSports will continue to receive purchase orders for its services, either on substantially the same terms or at all. This could have an adverse effect on WorldBitSports's operations and profitability. Similarly, any significant unexpected change in technological developments or buying patterns of our end-users could adversely affect WorldBitSports's business and operating results. It is also possible that competitors with a similar business model will enter the market. Such fast followers could poach customers from WorldBitSports or negatively impact the growth of the project.

## 8.4 Operational Business Risks

WorldBitSports's success largely depends on the continued services and performance of existing management and other key personnel. The loss of service of promoters and other senior management either in the Netherlands or in Germany could seriously impair the ability to continue to manage and expand the business efficiently. Furthermore, the loss of senior management or other key personnel may adversely affect operations, finances, and profitability. Any failure or inability on the part of WorldBitSports to efficiently retain and manage human resources would adversely affect the ability to implement new projects and expand the business.

## 8.5 Market Risks

WorldBitSports operates in a volatile market environment. On the one hand, the dynamics of the financial market have changed significantly due to the sharply increased key interest rates in recent years. On the other hand, the market for sports investments for private customers is just emerging. WorldBitSports's strong focus on state-of-the-art technology means that it is not decisively clear which types of business models will eventually prevail or which company will enter which market with which product or service. It could be that a WorldBitSports product finds itself in direct competition with a



very large company, which implies a risk of WorldBitSports being unable to compete with the marketing and sales power of multinational companies.

## 8.6 Sales Risk

WorldBitSports's sales revenue predominantly comes from the sale of knowledge and services. The industry has developed quite fragmented in nature and competitive force. Should there be a downturn in this industry or if demand does not keep pace with supply build-up in the industry, business operations may be adversely affected. If WorldBitSports were to prove unable to maintain the updated supply of new technological developments in our industry, it could adversely affect sales revenue and business.

## 8.7 Dividend Risk

WorldBitSports's future dividend payments, if any, will depend upon future earnings, financial condition, cash flows, working capital requirements, capital expenditures, applicable legal restrictions, and other factors. Due to all these influences, there can be no waterproof forecasts about WorldBitSports's dividends.

## 8.8 Volatility Risk

The trading price of the project shares may fluctuate over time. Unpredictable adjustments might occur due to a variety of factors, including but not limited to: operating results, business performance, competitive conditions, general economic, political, and social factors, the sports market in general, the global economy, significant developments in the Dutch tax regime, volatility in the local and global financial market, competitor performance, changes in performance estimates, recommendations by financial analysts, announcements regarding contracts, acquisitions, strategic partnerships, joint ventures, and capital commitments. If investors lose confidence in the financial markets, the trading price of the project shares could decline for reasons unrelated to our business, financial condition, or operating results. Furthermore, the trading price of the project shares might be influenced in response to events that affect other companies in our industry.

## 9.1 Mao Lal – CFO

Mao Lal has been a successful entrepreneur in the financial industry for 20 years, with extensive expertise in strategy development, business performance management, and blockchain technology. In recent years, Mao Lal has successfully implemented numerous blockchain projects and is considered a pioneer in the tokenization of physical assets.

## 9.2 Alexander Pick – CEO

Alexander has over 25 years of experience in the wealth and asset management industry as well as in capital markets. He has held senior positions at Deutsche Bank, Allianz Global Investors, Société Générale, Goldman Sachs, and UBS. Alexander is currently serving as Managing Director of Agon Family and Investment Office.

### 9.3 Oliver Buch – CEO

Oliver Buch completed part-time studies in banking while achieving numerous national and international successes as a youth footballer until he had to end his career due to health reasons. Since 2000, Oliver has been a successful entrepreneur in the financial sector and brings his strong networks in finance and sports to the project. Oliver represents WorldBitSports externally as CEO.

### 9.4 Herman Vissia – CTO

Herman is a pioneer in the development of new IT technologies, conducts research in crypto finance, and gives lectures on cryptocurrencies, AI, and blockchain technology. As the founder and managing director of Byelex and Liqwith, he develops customized software solutions and has revolutionized credit markets through the tokenization of equity.

### 9.5 Wolfgang Rolff – Project Manager

As a former professional player, Wolfgang Rolff has successfully played in the Bundesliga, in international competitions, and for the German national team. Today, he is successful as a coach and in youth development. Wolfgang possesses a broad range of expertise and an extensive network of contacts in the world of sports.