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WELCOME FROM THE EDITOR

Welcome to the latest edition of our gambling magazine, designed specifically for international investors interested in the Brazilian market. As the Chief Editor, I am delighted to introduce you to a publication that aims to provide readers with the latest news, insights, and analysis on the current gambling landscape in Brazil.

Our team of experts and industry insiders have devoted countless hours to bring you comprehensive coverage of the most relevant topics, including the current regulatory framework, investment opportunities, and market potential. We understand that investing in a foreign market can be challenging, which is why our mission is to furnish readers with the information they need to make informed decisions.

We take great pride in providing you with exclusive interviews, in-depth articles, and opinion pieces from influential figures in the industry, along with comprehensive market analysis and the latest market developments.

Our goal is to foster a community of informed investors, industry professionals, and enthusiasts who share our passion for the gambling industry in Brazil. We hope you find our magazine informative, insightful, and enjoyable to read, as much as we enjoyed bringing it to you. Thank you for your interest in our publication, and we look forward to your continued support.

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Carlos Cardama, the iGaming legend.

The Trailblazing Journey of an Argentine in Brazil's iGaming Industry

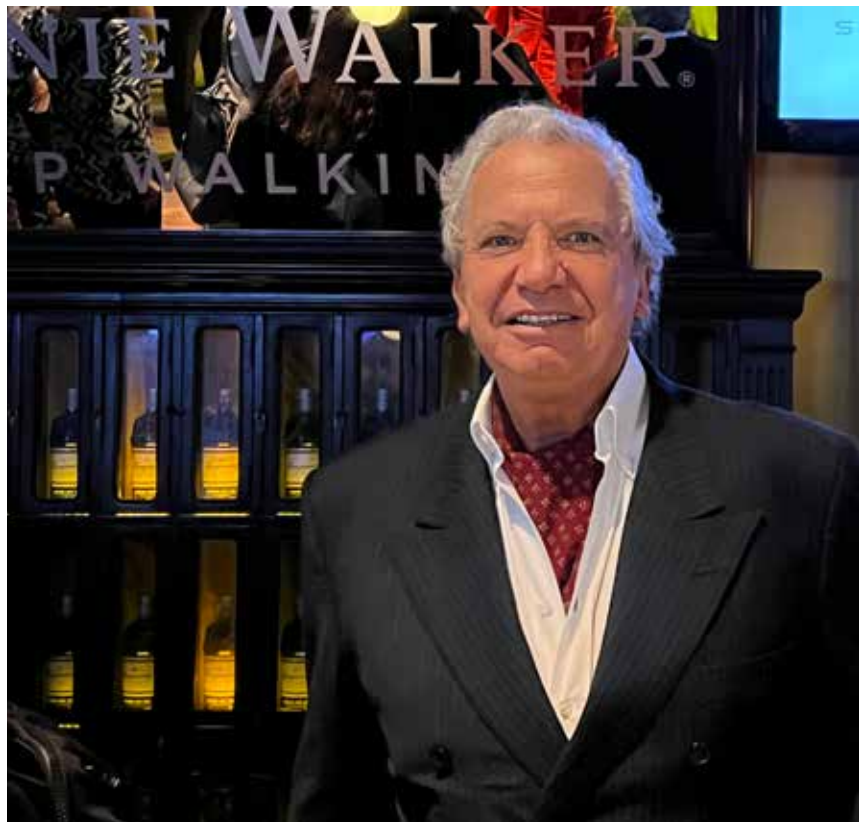
Any adjective connecting Carlos Cardama, CEO of Games Magazine Brasil and director of the Brazilian iGaming Summit, is little compared to everything he has been doing for almost 30 years in the gaming and betting area.

But calling him an industry legend seems to fit very well for someone who has dedicated himself for so long to the dignity of the gaming and betting segment in Brazil.

An Argentine who chose Brazil as his home, Carlos Cardama started working in the bingo area even before the activity sang its first balls in the old rooms spread across the country in the 90s of the last century.

Together with another pioneer in the bingo area, Carlos Cardama founded Pirâmide, at the time the first and only graphic manufacturer of bingo cards.

With the emergence of the activity and involved in the



segment, Cardama contracted a study on the sector and identified, among other things, the lack of consistent information and the lack of a channel for disclosing the houses. It was when he launched himself in the

communication segment and Games Magazine was born, the first magazine about bingos, automatic games and casinos in Brazil.

The magazine's launch cocktail party was attended by the



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main players in the global bingo market at the time, many of whom are still active in the sector.

With the publication, Carlos Cardama began to circulate around the main world events, such as ICE, G2E, Sagse and Fadja (today GAT Expo), among others, with coverage that made and still makes history.

Frontiers were opening up and Games Magazine began to have local editions in Italy, Mexico, Colombia, Venezuela and Argentina. In addition, in the early 2000s, the radio waves began to broadcast a radio edition with a lot of information about the sectors of games, sports, culture and music.

If the magazine could be summarized in the number of pages, there were more than six thousand, with bingo openings, coverage of more than 300 fairs and events, tourist portraits of 70 national and international destinations and interviews with hundreds of personalities, such as King Pelé, Nelson Piquet, Sorin, Presidente Lula, Jô Soares, Macherano, Nelson Sardelli, Geraldo Alckmin, Rai, Pat Morita (Mr. Miyagi from the movie Karate Kid) and many other names.

With the closure of bingos in Brazil, Carlos Cardama's team remained united, working behind the scenes in the sector and collaborating so that all types of games reached the long-awaited legalization and regulation.

The advances happened and today the segment is seen as a strong economic activity. If before the subject was the casino, bingo and the jogo do bicho, today the sector has new and vibrant verticals, such



as sports betting and eSports, which join the fight in search of a complete regulatory framework for games.

In 2016, Cardama launched Games Magazine Brasil, a much broader digital version than the magazine and today the most important news portal about the gaming and betting sector in Latin America and one of the most visited in the world.

In recent years, thanks to the dynamism and determination of Carlos Cardama, the GMB has become the official venue for the main industry events that have taken place in Brazil, such as the Brazilian Gaming Congress (BgC), São Paulo Affiliate Congress (SPAC) and Online Gaming Summit (OGS).

Carlos Cardama's success as an iGaming legend was crowned by the launch of the Brazilian iGaming Summit, together with other important partners, such as Alessandro Valente, co-founder and CEO of Super

AFiliados. In two editions, the event showed all the brilliance and strength of the sector, with the spaces taken by first-level global exhibitors and internationally renowned speakers.

The success of the Brazilian iGaming Summit and Afiliados LATAM was such that it attracted the attention of one of the main global actors in the area of events for iGaming. On the eve of another edition of ICE London, Carlos Cardama and his partner Alessandro Valente announced to the market the arrival of a strong partner, SiGMA, one of the biggest players focused on holding successful congresses and fairs.


For all this, Carlos Cardama is always considered in the market as one of the biggest names in the gaming and betting sector. The iGaming legend has earned this recognition.



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Bet Expo: The first B2C event in Latin America.

A Tipster Movement to Empower Bettors and revolute the iGaming Industry.

The first well-known bettor in Brazil, Pedrão Bet has been in the market for almost two decades and is now idealizing an event unlike anything that has ever been done by the industry. This is Bet Expo, an event for bettors for bettors and which will take place for the first time in Brazil, in June. In the following interview, he talks about his career, industry regulation in Brazil and preparation for Bet Expo.

Pedrão, you present yourself as the first sports bettor in Brazil and the second best bettor in the world in 2016. How was the beginning of your trajectory?

Pedrão Bet: I always say that I am the first known gambler in Brazil. Perhaps there is an older one that is not known by people, but in some sites I am sure that it is the oldest in Brazil because I received the information from them.

Regarding the awards, I worked for many years only with American sports, and I participated in many tipster contests (experts) there. Americans culturally have the issue of placing the best



Pedrão BET
Bet Expo Organizer

in the USA as the best in the world, so, as I was awarded the second best bettor in baseball in 2016 and the website that accompanies these specialists placed it as the second best in the world.

MMA fighter and when I went to fight in a casino, I ended up getting to know the game world through poker. I started playing online poker in 2003 and in 2004 I went from online poker to online sports betting. There are 18 years in the market and a lot of history to tell.

And, how did you follow the growth of the betting market in Brazil and the population's interest in sports betting?

Pedrão Bet: This evolution is very interesting, for those who started talking about it in 2007, the year I launched my first blog that talked about sports betting, which was also the first in Brazil on the subject.

Talking about how the market has changed and seeing all the interest of the population in sports betting today is a dream come true. Years ago, I was ashamed to talk to people who worked with it, today we are admired by people all over Brazil.

Speaking of this popularization of the market, do you believe that the performance of affiliates can further leverage

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bets in Brazil?

Pedrão Bet: Our performance as an affiliate is undoubtedly the best way to leverage brands and the betting market, companies that try to operate without affiliates end up losing market to those who decide to use this partnership model. Everyone wins.

Latin America, Bet Expo. What are your expectations for the event?

Pedrão Bet: My expectation is the best possible, this event is something totally new in the world market. As I said, I go to events around the world and we have never had anything like what is proposed at BETEXPO.

Pedrão Bet: A new experience and unlike anything I've ever done. But from what we envision for the event and the expectation we have, this effort will be worth it, because we will deliver the biggest event in the history of LATAM and with this completely new proposal.

What are the differences between Bet Expo and other events held in the country that you could point out?

Pedrão Bet: The big difference is that it's an event by gamblers for gamblers. The event was conceived by me, as I have this contact with players, influencers and also with the industry. Because I have this close relationship with all market agents and players, I thought it was time to do something aimed at the player. The other events are aimed at the gaming market and the end user of the site has never been the target of events.

And what is your position in relation to the much debated regulation of sports betting in Brazil?

Pedrão Bet: I've already spoken a lot about this at events in Brazil and abroad. My position has always been very clear.

Either there is good regulation along the lines of the United Kingdom, or it is better not to. The model they used as an example in the previously leaked minutes used the Portuguese model as an example, which, in my view, is the worst in the world. I believe that it is also necessary to listen to the customers, who are the most affected by this regulation. In summary, in the proposed manner, I am against it because it harms the gambler.



The LATAM iGaming market can occupy a world reference space or it still needs to be structured a lot to reach more mature markets?

Pedrão Bet: The LATAM igaming market already occupies a world reference space, being TOP3 in the world today. I participate in events all over the world since 2016, in all of them I'm sought after by a lot of people, always wanting to know more about our market.

Speaking of which, we will have the first B2C event in

This is an event aimed at the end user, the bettor, the player

and the end consumer of the industry. We will have influencers, known and unknown bettors, everything to make the experience of Brazilian bettors in this event different from anything that has already been done. Old players passing on experience to the younger ones, the younger ones who stand out also passing on knowledge, it will be a lot of learning for everyone.

How is this event being organized?

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Getting Ready for Regulation.

Navigating the Legal and Tax Landscape for the Future of Sports Betting in Brazil.

With the announcement of the announced regulation of fixed-odds sports betting (AQF) approaching potentially already implemented by the publication of this article – and in view of the possibility of approval of the well-known PL 442/1991, known as the “regulatory framework for games”, forwarded to the Senate after being validated by the Chamber of Deputies (now renumbered as PLS 2.234/2022), a series of questions are starting to be considered by potential industry operators: how to anticipate the standardization and comply with requirements that tend to be formalized in the future not distant?

Despite the typical indefinitions of the absence of rules in the present, some points must have their courses, if not

fully foreseen, at least partially foreseen – and considered. The purpose of this article is to list them so that those interested in exploring the industry can, from now on, initiate their own efforts and outline strategic planning that will enable them to be, as far as possible, prepared to comply with future legal requirements applicable to the activity.

For a better systematization of the framework to be explained, as well as given the synthetic space we have for this purpose, we will cover, in our series of contributions to *Afiliados Magazine*, 4 (four) crucial points from a legal point of view. They are: (i) corporate aspects, related to the need to set up a company in Brazil; (ii) tax aspects, related to the choice of regimes that seek to optimize resources and ade-

quately prepare the economic-financial provisioning of the activity; (iii) civil aspects, with warnings of potential points of litigation related to Consumer Law and Personal Data Protection; and (iv) criminal aspects, related to the necessary development of its own structure to prevent money laundering and financing of terrorism.

In this first column, we will deal with points (i) and (ii) as assumptions for structuring the business and choosing an adequate and efficient tax regime. We will leave matters (iii) and (iv), also of their importance for strategic business planning, but related to contours related to the operation of games itself, for our next collaboration.

CORPORATE ASPECTS

It is a common point, and



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even foreseen in the decrees already submitted to public scrutiny related to the AQF and reproduced in the current text of the PL (now renumbered to the Federal Senate), that the incorporation of a company in Brazil is required. For those who currently operate in the market in a foreign jurisdiction, it is essential to think about which legal form would be, according to their business model, more advantageous. In short, there are two possible forms for this: the well-known limited liability company ("Ltda.") and the joint-stock company ("SA"). Ltda.

Ltd. is the most common form adopted to operate in this niche, and is very similar to the well-known "Limited Liability Companies" ("LLC") of North American Law. As a basic premise for the incorporation of Ltda, there is its founding document: the articles of incorporation, which will contain the main governing norms, which range from the system for its management, appointment of administrators, volume of share capital to the form of distribution of dividends. Although Ltda. are regulated in a specific way by the Civil Code, there is room for different arrangements to be carried out based on the structure brought by the legislation. For example, while partners are not required to be residents of Brazil, it is essential that a legal representative be constituted, with powers to receive citations and subpoenas, in the national territory. Also, in view of the recent changes in the legislation, it can have a single partner or a plurality of partners. The main advantages of this corporate form are its relative agility, when com-

pared to SAs, since decisions can be taken in a less bureaucratic way and, therefore, enable eventual transformations of corporate rules with greater celerity. As a rule, the incorporation of a Ltda can be carried out in about 10 business days.

SA

The SA, in turn, is equivalent to the "joint-stock companies" or "corporations" of North American Law. This structure is regulated more extensively by the legal system (especially by Law nº 6,404/1976) in relation to governance, method for re-



solving conflicts and interests and corporate organization. Its founding document is the bylaws, which is registered with the competent Board of Trade together with mandatory documentation. The share capital, in turn, is divided into shares, which can be traded privately (closed company) or openly (publicly held company). The public distribution of securities is only allowed

when the company is duly registered with the Securities Commission (**CVM**). Within the shares, different classes can be established, generating different rights to their shareholders (with or without voting rights, priority in the distribution of dividends, priority in the reimbursement of capital, for example). Precisely because of the possibility of public trading of shares to raise funds and attract investments, the regulation is more severe and, therefore, requires greater procedures for modifying its rules and/or business systems. In terms of composition, the legislation requires at least two shareholders, who do not necessarily need to reside in Brazil, who must constitute a legal representative, in this case, to receive citations and/or subpoenas.

In order to speed up the process of participation in future selection processes for choosing a carrier by federative entities (Union, State and Municipalities), it is possible, from now on, to seek registration of the entity with the competent authorities, request its registration with the Revenue with the creation of the CNPJ as well as to the municipal and state secretariats where they are headquartered.

TAX ASPECTS: IRPJ, CSLL

Game operators are subject to the incidence of Income Tax (IRPJ) of 15% on the calculated profit, with an additional 10% on the profit portion that exceeds BRL 240,000.00 per year, and Social Contribution on Net Income (CSLL), of 9%, in the total amount of 34%.

Effective taxation will depend

on the tax regime adopted, which may be based on actual or presumed profit. In any case, companies with income greater than 78 (seventy-eight) million reais are obligatorily subject to taxable income.

PIS and COFINS

ted (1.6%, 8%, 16% or 32%). The IRPJ and CSLL rates are applied to this portion, which is the company's presumption of profit. PIS and COFINS do not allow the deduction of credits. However, the percentages are lower: 0.65% and 3%, respec-

country. Therefore, deciding where to establish the company headquarters is crucial. In addition to ordinary corporate taxes, gaming activities may also be subject to other industry-specific taxes. For example, PL 442/91 of the Cham-



Under the taxable income regime, taxation is levied on net income, adjusted for certain additions, exclusions and compensations provided for in tax legislation. The Social Integration Program (PIS) and the Contribution for the Financing of Social Security (COFINS) levied on gross revenue on a non-cumulative basis, at the rates of 1.65% and 7.6%, respectively, and allow the deduction of acquisition credits.

In the presumed profit regime, the tax calculation base is determined by applying a specific rate on the company's gross revenue, which varies according to the activity prac-

tively.

ISS

Additionally, to the extent that they are considered services, the games are subject to the municipal tax on services, known as ISS. The incidence of the tax is on the price of the service and its rate varies from 2% to 5% depending on the host municipality. Recently, the Municipality of São Paulo announced a reduction in the ISS tax rate on sports competitions or competitions involving physical or intellectual skill (such as fantasy sports) and on lotteries (including sports betting), thus seeking to ensure fiscal attractiveness to the commercial capital of the

ber of Deputies intends to create the Contribution for Intervention in the Economic Domain (CIDE), replacing PIS and COFINS, with a fixed rate of 17% on Gambling Gross Revenue "GGR" (equivalent to how much the operator collects less what it distributes in terms of prizes).

In turn, with regard to the AQF, these, according to their creation law, Law No. 13,756/2018, are subject to a monthly inspection fee, which varies according to the award range, from BRL 54,419.56 to BRL \$1,944,000.00. Additionally, the same law establishes a series of mandatory transfers that are

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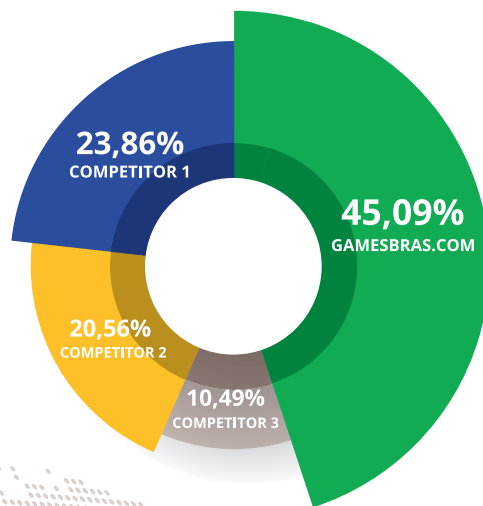
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summarized in the table below:

<p>Payments on proceeds from the collection (turnover)</p>	<p>PHYSICAL 0.10% for social security</p>	<p>VIRTUAL 0.05% for social security</p>
<p>Payments on a variation of "GGR" (product of the collection minus the payment of premiums, social security contribution and Income Tax on the premium)</p>	<p>a) 0.82% (eighty-two hundredths percent) to the executing entities and executing units of the public school units of kindergarten, elementary and secondary education that have reached the targets established for the results of the national evaluations of basic education, according to the act the Ministry of Education;</p> <p>b) 2.55% (two integers and fifty-five hundredths percent) to the FNSP;</p> <p>c) 1.63% (one and sixty-three hundredths percent) to Brazilian sports entities that assign the rights to use their names, brands, emblems, anthems, symbols and the like for the dissemination and execution of the betting lottery fixed quota; and;</p> <p>d) 95% (ninety-five percent), at most, to cover the cost and maintenance expenses of the operator of the fixed-quota lottery.</p>	

Values, especially by way of taxation, are essential for the gaming activity to be competitive and sustainable. For example, when unenforceable values are practiced on the pretext of thinking only about tax collection, operators are sometimes discouraged from entering the market and, with less competition, less qualified actors tend to take over. Alternatively, as recently occurred in the State of New York, politicians have rethought the very high taxation on sports betting activities when important and influential players ended up preferring not to settle in the territory and remain in more favorable and neighboring jurisdictions, such as **New Jersey**.

As already stated by **Gary Deutsch, CFO of BetMGM**, in such an opportunity, "players will not continue betting if they

always lose, and the house cannot play if it is always losing.¹"

Open matter related to taxation is, therefore, a fertile field to be explored not only by legislators, but also by operators. Our team has the mission of seeking to help build this structural scenario in the most favorable way possible for the activity, and we have pointed out in our conversations with regulators and public presentations on the subject that the sustainability of the activity also depends on the reasonableness of taxation.

Finally, we make a reservation to clarify that this section does not (and could not) include any grant costs which, related to the area of Administrative Law, will depend on the requirements and estimates that the State will base itself on to calculate fixed and

variable values from the margin considered adequate for the issuance of authorizations, licenses, concessions or equivalent instrument of delegation of the service.

Due to the uncertainties still pending in this area, we will address the matter in due course.



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Post-approval scenarios for the Gambling in Brazil.

PL 442/91,

which was approved in the Chamber of Deputies at the beginning of 2022, takes on strength and vigor to be voted on in the Federal Senate in the coming months, according to statements by Senate President Rodrigo Pacheco, the tendency will be to present the proposal directly to the plenary, being approved in the senate. will proceed for presidential sanction, if the president approves the law it will come into force and Games and Casinos become legal and formal in Brazil.

After the law is approved, the regulation phase begins, where a National Gaming Agency will probably be created, connected to the finance ministry, whose board should have members from other ministries, entities, authorities and players in the gaming market.

The expectation would be that at the end of 2023 and beginning of 2024, this regulatory commission/agency will be able to carry out the first technical analyzes that will enable the start of concessions for the Integrated Resort Casinos, the Tourist Casinos, the Bingos, the Online and Animal Games, that will start a virtuous cycle for the macroeconomy, the



estimate of initial investments in the estimated amount of USD 70 billion, which will cover almost the entire economic production chain in Brazil, summarized with the following flow, according to analysis and studies by IDT-CEMA and in accordance with the law, we will have a direct impact in the following ways:

- Inflow of resources from concessions can reach the maximum potential according to law 442/91 of R\$ 34 billion for the government to be able to apply in public policy in areas such as health, education, security, infrastructure, tourism, sport, among others;
- Consulting, with economic feasibility studies and connecting market players with

operators and investors;

- Financial Market, banks and investment funds, financing or making a financial contribution for the construction or adaptation of gaming and casino projects;
- Real estate, where existing developments will be built or adapted; Engineering and Architecture, how the engineering, architecture and decoration projects will be;
- Civil construction, construction companies responsible for new work or renovation of pre-existing structures;
- Furniture and decoration industry, with all furniture for salons, restaurants, uh hotels, game rooms, among others;



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Bruno Omori

Presidente do IDT-CEMA



THE TIME HAS COME FOR BRAZIL TO MAKE A "ROYAL STREET FLUSH", TO APPROVE GAMES AND CASINOS.

including to create programs for treating gambling.

IDT-CEMA has been participating in the entire gaming and casino process for over 15 years, especially for opportunities for the tourist trade in Brazil, we participated in national and international fairs and events, held exhibitions, strategic meetings with casino and gaming investors, international leaders of the academic market, suppliers of products and services in the sector, we create synergy with associations and representative entities from all over the world, we promote articulation with legislators and game operators from all continents.

We will promote the II Edition of the BOGEC Congress (Brazilian Opportunities Gaming Esports & Casino) on June 14 and 15, 2023 during the EXPOTEL Fair at the Frei Caneca Convention Center.

The time has come for Brazil to make a "Royal Street Flush", to approve games and casinos, to positively impact the country's macroeconomy, generating investments, work, income and opportunity for companies and the population.

- Technology, internet and telecommunications, to integrate with consumers, federal revenue, management software, among others;
- Gaming equipment, such as green tables, betting machines, chips, among others;
- Qualification of the workforce, in partnership with universities, technological institutes and teaching centers, for the qualification of all professionals involved, from croupiers, to security, finance and management;
- Operation of Integrated Casinos Resorts, Tourist Casinos and Bingos
- Tourism and transport, with the enhancement of tourist destinations, with the increase in tourist flow, increased demand in hotels, restaurants, taxis/applications,
- Flights, events and business, leisure tours, in the 52 segments directly impacted;
- Culture and shows, holding

- cultural exhibitions, live music in the environments, national and international shows, and entertainment in the destination;
- Commerce in general, potentialization from a pharmacy, going through a market or distributor to meet the increased demand in the service sector;
- Fairs and congresses; the gaming segment strengthens the attraction for attracting corporate events and congresses by strengthening the destination's attractions;
- Press and Advertising, the clear example is the increase in advertising and sponsorships with sports betting which in worldwide studies represent less than 30% of the market potential of online and face-to-face casinos;
- Taxes generated throughout this production chain, which will be associated with this new activity, must reach R\$ 20 billion a year, in order to be able to return as a public policy for the population,



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Payments Innovations in the Betting Market in Brazil!

Leo Baptista

CEO & Co-Founder Pay4Fun



Brazil has one of the most advanced payment systems in the world. We are increasingly using digital media and following the new options that hit the market, such as PIX: one of the most useful and successful payments used in the country.

Launched by the Central Bank of Brazil in 2020, PIX is a system created to bring instant payments to life and serve as a success story for other emerging markets. Today, we have more than 71% of Brazilians using the new method and more than 380 million records.

Here at Pay4Fun, I would say that 90% of our transactions are through the PIX to carry out your financial transactions, making it the main means of payment in the betting sector,

compared to bank slips and credit cards.

As methods are becoming more and more technological, I believe that traditional payment institutions will collaborate with fintechs and technology providers as one of their main sources of innovation.

Without a doubt, something that we will see happen in the market is cashless - a 100% cashless payment system - in several Latin American countries, such as Brazil, Peru and Mexico.

The idea is to integrate the electronic wallet or digital payment method directly into the betting terminals so that the user can load and play through a QR Code, where the balance of his digital wallet at

any institution will be debited. And, the same happens on the way back, in case of a win. Just request the withdrawal and the money will enter your account.

Today, Pay4Fun, being the only Payment Institution authorized and regulated by BACEN (Brazilian Central Bank) to operate in the betting market, already has this product ready, awaiting market regulation, to bring this innovation to the market!

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The Locomotive Affiliation.

Unveiling the Truth about Sports Betting Affiliation and its Importance in Brazil.

The history of sports betting affiliation in Brazil is curious, as there was a taboo on the subject in the country. My first contact with betting affiliation was in 2008, when I promoted betboo in the betting community that I had on orkut. Even though at the time sports betting was something totally new in our country, in the rest of the world this gaming vertical was already known and consolidated. And the same can be said about affiliation, which here was something totally unknown, but which in other countries was already a vital activity for the acquisition and retention of bettors.

And this taboo started from the very beginning, due to the very concept of revenue share. In free translation, RS

is shared revenue, where the betting operator shares with its affiliate a percentage of the profit that its players bring to the company. In other words, we are saying that the affiliate commission is a result of how much your bettors lose at the



bookmaker. Because of this, since the beginning, a view has been created that whoever advertises a bookmaker actually wants the bettor to lose his money.

And right now it's worth highlighting the obvious: whether

the bettor wins or loses depends solely and exclusively on him. The fact that he created his account at the bookmaker directly, or through an affiliate link, does not take away from the bettor the laurels of profit, or the failure of loss. If at first the affiliates themselves did not contribute to demystify this erroneous view, by promoting operators in a more veiled way and without speaking more clearly about the affiliation, on the other hand, time itself was in charge of showing that the affiliate is often a pillar of reliability and support with bookmakers.

From this come valuable lessons about the activity: when advertising an operator, the affiliate must be transparent and not treat the commission issue as something wrong or

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Rodrigo Loco Alves
Head of Content at Eightroom

unfair. By the way, some affiliates prefer CPA agreements precisely because in this case they receive commission only for the acquisition, and do not participate in the revenue generated by the retention of the bettor.

Along the same lines, it is also fundamental that the disclosure of the operator, its bonuses and virtues, be done in a responsible manner and committed to the truth. There is no need to omit the defects of a bookmaker, nor to inflate its adjectives. With the maturing of the betting market in Brazil, it is important that the affiliate also starts to receive attention and legal security. When an operator acts unilaterally, not paying commissions, for example, the one who pro-

motes the house sees his right to receive it cut off, and without having many instruments or means to appeal against it.

The affiliation sector is gigantic in global terms, and the various fairs and events in the sector are a clear demonstration of its importance. Conventional and/or offline dissemination media do not have as much conversion effectiveness as online media. And that, added to the restrictions that some social networks and paid advertising platforms impose, make affiliation one of the pillars of the gaming industry.

Companies such as Eightroom, a reference in affiliate marketing in Latin America for almost two decades, prove



WITH THE MATURING OF THE BETTING MARKET IN BRAZIL, IT IS IMPORTANT THAT THE AFFILIATE ALSO STARTS TO RECEIVE ATTENTION AND LEGAL SECURITY.


that serious and responsible work, focused on results, is one of the most valuable paths for operators to continue having in affiliation the great locomotive of acquisition of good bettors, with high player value, and properly informed and oriented to have a positive experience in sports betting.



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Advertising challenges in the gaming segment in Brazil.

Overcoming Obstacles to Navigate in Advertising in Brazil

The betting industry in Brazil has grown rapidly in recent years, and with that growth comes the challenge of effectively marketing this segment. Although it has not been completely regulated, sports betting has been authorized in Brazil since 2018, when the former President of the Republic, Michel Temer, sanctioned Law number 13,756.

Although we have a perspective of soon regulation of the sector by the new government, the advertising of the gaming market faces limitations and challenges. Let's fix about some of them:s:

Lack of clarity in the law limiting the use of some platforms

Because betting sites are authorized to operate in Brazil, but are based in other countries, some advertising resources are limited to products related to this industry. An example of this is Google Ads and Facebook Ads. Plat-



form policies are adjusted to not consider legal all gaming operations in Brazilian territory, which causes several obstacles to the use of these important marketing tools.

Ever-increasing competition
Another difficulty is the growth

of competition. With the rise in popularity of sports betting in the country, there are a lot of companies competing for the same target audience.

This means that betting operations need to stand out in an increasingly crowded mar-

ket, creating increasingly creative and effective advertising campaigns that attract the attention of new consumers.

Targeting the right audience







Segmentation is another dilemma faced by players in this market. Betting

companies need to ensure that their advertising campaigns are targeting the right audiences.

Of course, it is not appropriate to show betting ads to minors, for example. As a result, betting advertising needs to

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André Alves

Founding Partner at Control+F5

invest in technology and audience targeting tools to ensure its ads are targeted to the right people.

Searching for new consumer markets

If, on the one hand, public segmentation needs to be strictly responsible, on the other hand, it is also necessary to expand the number of consumers.

Yes, it can be done, and ethically. For example, in the beginning, sports betting was an interest seen as primarily male. Nowadays, it is already

common for women to be seen as a growing audience on gaming platforms, which has created new horizons and growth prospects for the sector.

Saturated advertising strategies

Some advertising strategies are being used extensively. An example of this is the sponsorship of football teams. Most teams from the most important series of all championships already have sponsorship from betting sites. However, many operators

need to show their brand, and there are not enough teams to accommodate this need. Therefore, it is essential to have new dissemination alternatives. The good part is that in every challenge we can see an opportunity for expansion. The gaming market is boiling in Brazil and because of that, the difficulties are synonymous with a successful climb for the segment.

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Renan Philip, from Fluxo, analyzes the current scenario of eSports Betting in Brazil.

The competitive eSports scene is growing significantly and rapidly in Brazil. The segment gains thousands of enthusiasts every day, which ends up arousing the interest of online betting companies. To analyze the current scenario of eSports betting in Brazil, we spoke with Renan Philip, from Fluxo - one of the leading organizations in the sector. Check out the interview below:

Are eSports sports??

Renan Philip: Esports is an activity that has changed the lives of thousands of young people in Brazil, more than many traditional sports. Esports promote significant cultural changes, bring families and people together, and bring together an entire generation that is increasingly disinterested in traditional sports, in the competitive spirit. The discussion about being a sport or not has different agendas in the political and legal spheres, but in no way affects

the growth and development of the cultural phenomenon that it is, led by those who have been doing it for years.

Would you find interesting the entry of some eSports modalities in the Olympic framework?

Renan Philip: Of course! It would be interesting for the visibility of the titles that were chosen and for the market as a whole, it would be very validating to praise the competitive spirit of our athletes.

Much has been said about the regulation of eSports in Brazil. What do you think about the subject?

Renan Philip: I think it's a very sensitive topic - we've seen in recent years many associations, confederations and supposed esports representatives trying to take advantage of these movements, people who never actually came close to building something in the industry or who



WE HAVE A YOUNGER AUDIENCE THAN MOST OTHER SPORTS, WHO ARE AWARE OF AND ENJOY BETTING PLATFORMS, BUT WHO HAVE LITTLE ACCESS TO INFORMATION .

don't even have any relationship with who really did it. he does. Regulation would be important to shield us precisely from these freeloaders.

It has become increasingly common for sports betting companies to sponsor eSports teams. Fluxo itself has an agreement with a

bookmaker. Have these partnerships been positive for the competitive sector?

Renan Philip: These partnerships were and are essential for the development of esports in Brazil. In our case, with EstrelaBet, we were able to invest in a new modality, and support the dream of 5 more players who today compete in championships representing Fluxo, Brazil and EstrelaBet around the world. The same goes for most of the big esports teams in the country, which were able to structure themselves much more because of partnerships like ours.

Speaking of which, do these partnerships also serve to popularize and facilitate eSports betting?

Renan Philip: They serve to educate our supporters and fans about which platforms are trustworthy, and also so that we can promote the game responsibly. We have a younger audience than most other sports, who are aware of and enjoy betting platforms, but who have little access to information or appetite. We show that it is fun, solely and exclusively as a form of entertainment, which in the end leads to more people betting yes and getting to know the platforms.

Despite this, some sports still prohibit betting. Do you think it's a matter of time before this situation changes and enthusiasts can bet on all sports and leagues?

Renan Philip: Betting is already



Renan Philip
Co-Founder at 3C Gaming

available for almost all sports, although some leagues and sports do not allow teams to display sponsorships from houses, most of these already sell their odds rights to distributors, in publicly promoted agreements. What is still not possible today is sponsorship, something that we do believe will change soon with possible regulation - and thus more security for players - here in Brazil.

Much is said about the importance of regulating sports betting in Brazil to curb match-fixing in football. Can regulation help maintain the integrity of eSports tournaments?

Renan Philip: Undoubtedly, the bodies having more access to betting volumes and being

able to keep an eye on strange movements will be of great value to our industry. We don't have problems as recurrent as traditional sports, but without a doubt the same people who corrupt football today must think and look for ways to do it in other sports.

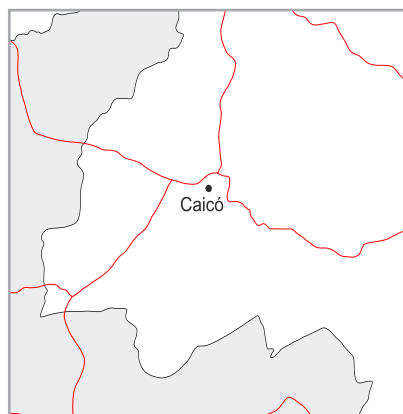
“Abelardo Dantas, from Caicó to the world”

Abelardo Dantas is one of the main characters in affiliate marketing in the Brazilian market today. In an exclusive interview, he told how he became interested in digital marketing nine years ago, his entry into the affiliate industry and the decision to focus entirely on the online betting industry from last year. Check the interview in full:

What was it like to leave Caicó to conquer the world based on your work in this market? Could you give a brief summary of your trajectory?

Abelardo Dantas: It was and is being an adventure that I appreciate every day of my life, in the last nine years since I left my role as a hat maker, hamburger maker and decided to venture into the Affiliate Marketing market. My job at the hamburger shop served as a beautiful laboratory for me to test all the concepts I learned studying digital marketing, everything I learned, I used to sell more hamburgers.

I even used the Launch Formula to sell hamburgers and applied concepts like tripwire, upsell and a/b testing to improve business performance, but the day came when I realized that the energy



Caicó RN

invested in the digital market generated much more fruit and less stress than the same energy he was investing in the hamburger shop.

I started as an affiliate, but over time I noticed a major deficiency in the infoproduct market in providing products with more complete funnels to maximize producer and affiliate earnings.

In this way, I decided to team up with my now ex-partner Fernando Nogueira, to produce products and funnels that we would like to be affiliated with, so we become the dream producer of any affiliate.

Since then, we haven't stopped and launched countless products and invoiced multiples of 8d annually in the cosmetics, supplements and infoproducts market. Always working with a focus on maximizing the LTV of our affiliates, who were largely responsible for our success.

At the beginning of 2022, I sold all the businesses I had to focus 100% on the online betting sector, which has made me new friends, many frustrations with operators who do not think about the affiliate, but still a lot of profit. Frustrations and lack of attention on the part of the main stakeholder in the equation have generated good results in the past, so the time is also coming to generate great gifts in the present.

How and when was your first contact with the affiliate market for online games?

Abelardo Dantas: My first contact with this market was on 05/30/2015. But as the affiliate market for operators was never taken seriously, at the time there were no resources for a high-level affiliate to be able to carry out campaigns and monitor their results efficiently. What delayed my entry into this market for almost 5 years, when on 06/30/2020 I started to really work with gambling as soon as I found operators that offered resources such as webhooks /postbacks making my work possible.

How has it been to participate and speak at events in different places?

Abelardo Dantas: I see it as a great way to catch the flu or a virus and be sick for a few days after the event, in addition to being a great waste of time in most cases. That's why I've avoided participating in events as much as possible, especially international ones, since the time and energy invested in travel is greater.

Other than that, you also have the opportunity to share knowledge and see friends. The opportunities generated in events for me in most cases do not compensate for the energy invested, so today I am trying to limit myself to going only to BiS, Afiliados Latam and Afiliados Brasil, which are really relevant and important events.

Since you started working in this segment, what were the main developments that you noticed??

Abelardo Dantas: On the part of the operators, none. Every day that passes I see more and



Abelardo Dantas
Affiliate Marketing Specialist.

more international operators sitting on piles of money, sitting and taking advantage of innocent affiliates and doing nothing to help us improve our performance.

Meanwhile, affiliates are truly responsible for bringing about major changes and innovations in the way of attracting players. Mainly Brazilian affiliates who are at the forefront of affiliate marketing innovations.

Do you believe that the affiliate sector can be instrumental in demystifying and further popularizing betting in Brazil?

Abelardo Dantas: I believe that the affiliate sector is the main exponent in the popularization of betting in Brazil. Mainly in the work of educating the audience that doesn't have the culture of betting online. If the

market in Brazil is at the level it is today, it's because we have good affiliates in the trenches working with minimal support from operators. These operators, in the vast majority of cases, do not see the affiliate as a true commercial partner, but as an enemy.

“Bet on your image”

From World Cup Record Holder to Industry Advocate:
Pedro Feitosa's Perspective on Brazil's Sports Betting Market.

With nine years of experience in the sports betting market, Pedro Feitosa reached an incredible mark in the World Cup in Qatar by becoming the world record holder of games in the same edition by watching all 64 games. Next, he tells how this record impacted his career, in addition to commenting on the evolution of Brazilian gamblers and the need for regulation in the sector.



How long have you been in the betting market?

Pedro Feitosa: I've been in this market for nine years. I started because of my passion for football and because I was always very easy with the study of mathematics. I applied statistical studies, along with football knowledge, in order to develop strategies to operate in the market.

During this period, how do you analyze the evolution of the Brazilian gambler?

Pedro Feitosa: The Brazilian gambler is in growing evolution. A little over three years ago, the market was unheard of by tipsters, traders and other professionals. Nowadays, it is a market in full expansion and this came accumulated with sponsorships in Brazilian teams and TV, which ended up being widespread.

Last year, you became the world record holder for playing in the same edition of the World Cup by watching all 64 games. How was this experience in Qatar?

Pedro Feitosa: The experience of going to the World Cup was something surreal, as I had never been to a World Cup game, not even in Brazil. And, even more so going to the World Cup in another continent and having



Pedro Feitosa
Sports Trader

the possibility of doing something that until now had never been done by anyone. It was a very important milestone in my life. The journey in 64 games in a short period of time was very tiring and exhausting, but very positive.

ended up helping to take my message to a larger number of people.

Soon, we will have another soccer World Cup. With the increased interest of

will help to spread this activity among this public. Today I already have a good number of women working in the market in my courses, in my groups, and I believe that the sponsorship of betting companies for women's sporting events will help to spread this market.



I BELIEVE THAT THIS REGULATORY FRAMEWORK IS IMPORTANT AND NECESSARY.

How did this record impact your professional career?

Pedro Feitosa: In a way, this record ended up bringing greater visibility since I gave an interview to Rede Globo and had a growth in my networks of more than 300 thousand followers during the World Cup. All of this

bookmakers in sponsoring women's teams, do you believe that this year's Women's World Cup can also help to popularize the activity, especially among the female public?

Pedro Feitosa: I certainly believe that the presence of bookmakers in women's football

What do you think about the need to regulate the gaming industry in Brazil?

Pedro Feitosa: In my point of view, it's past time to regulate the sports betting market. I think it is extremely necessary even to bring security to the gambler, since today there is no inspection of the operators, to bring income through taxation to the government - in a way, this is reverted to the taxpayer - and also to get out of this legal limbo of having the law, be permitted but not regulated. I believe that this regulatory framework is important and necessary.

FINAL WORDS

As we come to the end of this edition, we want to express our gratitude to everyone who made this possible. Firstly, we would like to thank our partners and contributors who shared their knowledge and expertise with us. Your insights have been invaluable in creating a comprehensive and insightful publication.

We would also like to express our sincere appreciation to all the companies that have trusted our project, but above all, trust in Brazil.

The Brazilian Lounge quickly became the place for those who want to do more for the iGaming industry. This magazine is the way to give opportunities to all of them.

Lastly, we want to acknowledge the individuals who went above and beyond to bring this project to fruition. It is through their hard work, dedication, and passion that we were able to create a platform that highlights the potential of the Brazilian market and facilitates business opportunities for our readers.

We look forward to continuing our mission of providing a warm and welcoming environment for our friends and colleagues at future events. Thank you all for your support and readership, and we hope to see you again in the next edition of our gambling magazine.



Alessandro Valente
Founder at Brazilian Lounge



AJUDAR O APOSTADOR COMPULSIVO TAMBÉM É UMA BELA JOGADA



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